

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS (1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 23, 1986

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	35.7	30,670
2	FAMILY TIES	31.6	27,140
3	CHEERS	24.9	21,390
4	IF TOMORROW COMES PART 2(S)	23.7	20,360
5	WHO'S THE BOSS?	23.5	20,190
6	60 MINUTES	23.3	20,010
7	GROWING PAINS	22.5	19,330
8	ALL IS FORGIVEN SPECIAL(S)	22.4	19,240
9	DYNASTY	22.0	18,900
10	GOLDEN GIRLS	21.9	18,810
11	IF TOMORROW COMES PART 1(S)	21.8	18,730
12	SPECIAL MOVIE PRESENT-SUN.(S)	21.3	18,300
13	HIGHWAY TO HEAVEN#	21.2	18,210
14	IF TOMORROW COMES PART 3(S)	20.9	17,950
15	NIGHT COURT#	20.8	17,870
16	MIAMI VICE	20.5	17,610
17	DALLAS	19.9	17,090
18	HOTEL	18.9	16,240
19	MOONLIGHTING	18.7	16,060
20	KATE & ALLIE	18.6	15,980
20	NEWHART	18.6	15,980

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	28.8	64,710
2	FAMILY TIES	25.4	57,020
3	CHEERS	18.1	40,610
4	WHO'S THE BOSS?	17.9	40,110
5	GROWING PAINS	17.1	38,410
6	ALL IS FORGIVEN SPECIAL(S)	15.9	35,760
7	GOLDEN GIRLS	15.1	33,900
8	NIGHT COURT#	15.1	33,850
9	HIGHWAY TO HEAVEN#	14.8	33,240
10	DYNASTY	14.1	31,640
11	SPECIAL MOVIE PRESENT-SUN.(S)	14.0	31,380
12	IF TOMORROW COMES PART 2(S)	13.9	31,270
13	MIAMI VICE	13.5	30,390
14	IF TOMORROW COMES PART 1(S)	13.4	30,050
15	60 MINUTES	13.3	29,930
16	IF TOMORROW COMES PART 3(S)	13.1	29,290
17	VALERIE	12.8	28,670
18	MOONLIGHTING	12.8	28,660
19	227	12.4	27,730
20	DALLAS	12.2	27,310

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	31.0	27,790
2	FAMILY TIES	27.4	24,560
3	CHEERS	21.2	19,000
4	IF TOMORROW COMES PART 2(S)	20.8	18,640
5	DYNASTY	20.4	18,310
6	HIGHWAY TO HEAVEN#	19.9	17,790
7	WHO'S THE BOSS?	19.8	17,750
8	IF TOMORROW COMES PART 1(S)	19.6	17,560
9	GOLDEN GIRLS	19.0	17,050
10	IF TOMORROW COMES PART 3(S)	18.8	16,870
11	GROWING PAINS	18.4	16,520
12	SPECIAL MOVIE PRESENT-SUN.(S)	18.3	16,390
13	ALL IS FORGIVEN SPECIAL(S)	18.2	16,300
14	NIGHT COURT#	18.1	16,180
15	KNOTS LANDING#	17.7	15,840
16	DALLAS	17.6	15,740
17	HOTEL	17.3	15,520
18	60 MINUTES	16.5	14,780
19	MIAMI VICE	16.4	14,680
20	DYNASTY II: COLBYS	15.8	14,130

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.0	17,800
2	FAMILY TIES	19.1	15,440
3	60 MINUTES	16.7	13,530
4	CHEERS	16.2	13,090
5	ALL IS FORGIVEN SPECIAL(S)	15.7	12,690
6	SPECIAL MOVIE PRESENT-SUN.(S)	14.0	11,300
7	WHO'S THE BOSS?	13.8	11,160
8	NBC MONDAY NIGHT MOVIES	13.8	11,130
9	IF TOMORROW COMES PART 1(S)	13.8	11,120
10	IF TOMORROW COMES PART 2(S)	13.7	11,050
11	NIGHT COURT#	13.5	10,910
12	MIAMI VICE	13.5	10,880
13	GROWING PAINS	13.0	10,540
14	IF TOMORROW COMES PART 3(S)	13.0	10,530
15	ABC SUNDAY NIGHT MOVIE	12.7	10,240
16	HILL STREET BLUES	12.3	9,970
17	GOLDEN GIRLS	12.1	9,790
18	MOONLIGHTING	12.0	9,730
19	STINGRAY#	11.9	9,590
20	DYNASTY	11.7	9,490

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 23, 1986

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	31.6	17,870
2	FAMILY TIES	29.3	16,540
3	CHEERS	23.3	13,150
4	WHO'S THE BOSS?	20.8	11,750
5	ALL IS FORGIVEN SPECIAL(S)	20.3	11,460
6	NIGHT COURT#	20.1	11,380
7	GROWING PAINS	20.0	11,320
8	DYNASTY	19.1	10,800
9	MIAMI VICE	18.5	10,470
10	MOONLIGHTING	18.2	10,310
11	IF TOMORROW COMES PART 2(S)	17.7	10,020
12	KNOTS LANDING#	17.3	9,750
13	IF TOMORROW COMES PART 1(S)	16.6	9,400
14	IF TOMORROW COMES PART 3(S)	16.2	9,150
15	GOLDEN GIRLS	15.8	8,940
16	HIGHWAY TO HEAVEN#	15.4	8,690
17	HOTEL	14.9	8,410
18	NBC SUNDAY NIGHT MOVIE	14.7	8,280
19	HILL STREET BLUES	14.6	8,260

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	31.2	8,570
2	HIGHWAY TO HEAVEN#	29.9	8,210
3	60 MINUTES	28.7	7,870
4	GOLDEN GIRLS	26.7	7,320
5	IF TOMORROW COMES PART 2(S)	26.1	7,170
6	BOB HOPE SPECIAL(S)	25.6	7,020
7	IF TOMORROW COMES PART 1(S)	25.0	6,860
8	SPECIAL MOVIE PRESENT-SUN.(S)	24.7	6,770
9	FAMILY TIES	24.5	6,730
10	DALLAS	24.2	6,640
11	FALCON CREST#	23.1	6,330
12	DYNASTY	22.8	6,250
13	IF TOMORROW COMES PART 3(S)	22.4	6,140
14	PEOPLE'S CHOICE AWARDS(S)	21.7	5,970
15	HOTEL	21.6	5,920
16	227	20.7	5,680
17	20/20	19.7	5,400
18	DYNASTY II: COLBYS	19.6	5,380
19	KNOTS LANDING#	18.0	4,940
20	SCARECROW & MRS. KING#	17.9	4,920
21	WHO'S THE BOSS?	17.8	4,880

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.5	12,330
2	FAMILY TIES	20.1	11,050
3	ALL IS FORGIVEN SPECIAL(S)	18.6	10,180
4	CHEERS	18.2	10,010
5	NIGHT COURT#	15.6	8,550
6	MOONLIGHTING	14.7	8,080
7	WHO'S THE BOSS?	14.5	7,980
8	GROWING PAINS	14.4	7,900
9	NBC MONDAY NIGHT MOVIES	14.1	7,750
10	MIAMI VICE	14.1	7,720
11	HILL STREET BLUES	13.9	7,650
12	ABC SUNDAY NIGHT MOVIE	12.6	6,930
13	STINGRAY#	12.3	6,770
14	NBC SUNDAY NIGHT MOVIE	12.1	6,630
15	CBS NCAA BSKBL CHMP-SPC-2(S)	11.7	6,410
16	AMAZING STORIES#	11.6	6,390
17	60 MINUTES	11.4	6,260

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.4	6,110
2	IF TOMORROW COMES PART 2(S)	22.5	4,670
3	IF TOMORROW COMES PART 1(S)	22.2	4,610
4	BOB HOPE SPECIAL(S)	21.1	4,380
5	BILL COSBY SHOW	21.1	4,370
5	IF TOMORROW COMES PART 3(S)	21.1	4,370
7	SPECIAL MOVIE PRESENT-SUN.(S)	20.9	4,340
8	HIGHWAY TO HEAVEN#	17.3	3,600
9	GOLDEN GIRLS	17.1	3,550
10	20/20	17.0	3,520
11	FAMILY TIES	16.5	3,430
12	DALLAS	15.6	3,230
13	CBS EVENING NEWS-RATHER	14.9	3,100
14	NBC NIGHTLY NEWS	14.7	3,050
15	DYNASTY	14.6	3,030
16	MAGNUM, P.I.	13.8	2,870
17	HARDCASTLE & MCCORMICK	13.5	2,800
18	KRAFT SALUTE:D.COPPERFLD(S)	13.3	2,770
19	A TEAM	13.2	2,740
20	NBC MONDAY NIGHT MOVIES	13.1	2,720
21	CBS NCAA BSKBL CHMP-SPC-2(S)	13.0	2,700
22	ABC SUNDAY NIGHT MOVIE	13.0	2,690
22	227	13.0	2,690

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1986 REPORT

PROGRAM NAME											AUDIENCE COMPOSITION																	
T/C THIS SEASON											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
NO. OF STATIONS & PROGRAM COVERAGE											HOUSEHOLD AUDIENCES																	
K E Y											WOMEN																	
AVG. AUD. SHARE %											MEN																	
AVG. AUD. (0,000)											TEENS (12-17)																	
PERSONS OF HOUSE WOM.											CHILDREN (2-11)																	
TOTAL											TOTAL																	
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																																	
BOB HOPE SPECIAL(S-CONT'D																																	
8.00 - 8.30										A		16.7 26 1435		1562 741 271		839 127^ 302 302 345 493																	
8.30 - 9.00										A		16.2 25 1392		1580 741 271		866 153^ 322 281 348 498																	
CAGNEY & LACEY										19 206																							
1 MON. 10.00P 60 CBS OP 99										B		17.1 27 1469		1474 757 268		867 330 540 475 428 282																	
10.00 - 10.30										A		14.7 23 1263		1449 750 270		865 341 552 475 407 272																	
10.30 - 11.00										A		13.1 22 1125		1388 762 266		866 319 525 472 447 291																	
CBS EVENING NEWS-RATHER										124 207 202																							
M-F 6.30P 30 CBS N 99 98										B		12.7 23 1091		1501 647 222		714 134 267 269 336 397																	
												13.5 23 1160		1478 667 224		730 136 279 296 347 396																	
CBS EVENING NEWS-SUN(B)										81																							
1 SUN. 6.30P 30 CBS N 39										A		3.9 7 335		1340 510^146v		510^ LT 104v^147v 283^363^																	
CBS EVENING NEWS-SUNDAY										15 184																							
2 SUN. 6.00P 30 CBS N 90										B		9.5 20 816		1516 652 195^		652 79v 276^326 385 326																	
												8.9 16 765		1486 664 212		709 107 259 275 351 398																	
CBS NCAA BSKBL CHMP TH 1(S)										205																							
2 THU. 9.00P 126 CBS SE 99										A		10.9 17 936		1622 507 263^		554 175^ 295 306 246^201^																	
9.00 - 9.30										A		9.9 15 850		1742 594 304^		655 203^ 319 336 243^275^																	
9.30 - 10.00										A		11.0 17 945		1651 469 277^		532 180^ 283 286 210^198^																	
10.00 - 10.30										A		11.2 18 962		1574 481 236^		512 180^ 288 291 240^169^																	
10.30 - 11.00										A		11.7 19 1005		1562 481 244^		519 150^ 294 304 273 171^																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																			
CHEERS														A 24.9	37	2139	1899	810	410	889	414	615	555	355	211	612	291	467	429	252	118	169	103	229	163
THU. 9.00P 30 NBC CS 24 205 204														B 23.8	35	2044	1869	770	398	862	387	597	521	350	215	639	303	467	434	261	136	174	86	194	128
CRAZY LIKE A FOX														A 10.9	16	936	1921	793	320	989	402	594	471	403	343	582	156^	267^	317	245^	265^	120^	60^	230^	136^
1 WED. 9.00P 60 CBS PD 9 199														B 12.7	19	1091	1530	691	270	786	190	384	380	382	356	544	139	269	267	274	245	87	48	113	76
9.00 - 9.30														A 10.9	16	936	1928	810	326	993	416	603	465	396	345	567	151^	261^	301	245^	266^	135^	72^	233^	140^
9.30 - 10.00														A 11.0	17	945	1885	763	308	969	380	575	471	404	336	586	160^	270^	326	242^	260^	104^	48^	226^	131^
DALLAS														A 19.9	32	1709	1598	840	321	921	294	465	465	382	389	484	156	271	258	226	190	85	37^	108	86
FRI. 9.00P 60 CBS GD 25 200 205														B 22.0	35	1890	1631	866	341	943	271	489	455	429	397	514	163	269	269	221	212	70	38	104	71
9.00 - 9.30														A 19.2	31	1649	1596	829	325	918	294	468	463	380	386	466	147	257	248	211	188	91	48^	121	97
9.30 - 10.00														A 20.5	33	1761	1602	852	318	927	298	466	468	382	392	501	167	287	268	237	190	78	25^	96	76^
DIFF'RENT STROKES														A 11.5	18	988	1655	595	229	730	302	482	422	314	203	394	148	245	210	178	121^	192	101^	339	206
FRI. 9.00P 30 ABC CS 21 179 176														B 11.5	18	988	1806	664	280	764	283	462	412	317	255	453	152	285	271	229	135	208	136	381	263
DISNEY SUNDAY MOVIE														A 12.6	21	1082	2212	708	308	750	389	575	505	257	161	566	281	438	430	221	108^	171	80^	725	411
SUN. 7.00P 60 ABC FF 8 209 206														B 14.4	22	1237	2271	743	328	831	367	597	538	350	191	622	252	454	434	302	136	244	144	574	374
7.00 - 7.30														A 11.7	20	1005	2218	703	310	752	380	577	513	261	157	563	277	441	428	220	104^	167	80^	736	428
7.30 - 8.00														A 13.5	21	1160	2192	708	302	745	397	570	495	248	162	565	282	431	425	222	114^	170	77^	712	396
DYNASTY														A 22.0	33	1890	1674	850	375	967	348	571	498	425	329	502	178	313	283	232	160	128	81	77	48^
WED. 9.00P 60 ABC GD 22 209 209														B 22.3	33	1916	1621	855	378	961	350	584	513	420	316	465	182	285	264	196	149	106	70	89	55
9.00 - 9.30														A 21.6	33	1855	1677	843	369	957	345	563	493	418	327	497	175	304	276	226	165	135	83	88	58^

9.30 - 10.00				A 22.4	34	1924	1666	857	378	976	350	576	502	433	333	505	178	318	287	237	157
DYNASTY II: COLBY				15	203	206		A 17.4	26	1495	1555	849	308	945	287	504	473	434	359	404	114
THU.	9.00P	60	ABC	GD	99	99		B 15.5	23	1331	1586	835	324	934	276	490	460	427	366	448	132
9.00 - 9.30								A 16.7	25	1435	1557	832	287	928	275	487	467	433	357	403	112
9.30 - 10.00								A 18.1	27	1555	1545	861	327	958	297	516	476	435	362	404	113
EQUALIZER				22	205			A 11.3	19	971	1607	677	265	840	332	522	410	388	265	674	224
1 WED.	10.00P	60	CBS	PD	99			B 13.1	22	1125	1566	664	261	736	232	434	407	374	250	660	227
10.00 - 10.30								A 10.9	18	936	1639	694	261	843	328	515	426	377	271	674	231
10.30 - 11.00								A 11.7	21	1005	1569	657	269	833	335	525	394	396	256	667	213
FACTS OF LIFE				23	198			A 16.4	28	1409	1872	776	339	911	295	520	489	375	333	442	158
1 SAT.	8.30P	30	NBC	CS	98			B 17.9	30	1538	1945	773	322	893	319	531	467	368	309	469	181
FALCON CREST				23	199			A 16.5	28	1417	1522	843	295	914	159	390	434	485	448	411	120
1 FRI.	10.00P	60	CBS	GD	97			B 18.2	30	1563	1500	844	323	918	211	429	408	431	435	440	120
10.00 - 10.30								A 16.8	28	1443	1523	841	292	911	163	390	437	477	443	405	125
10.30 - 11.00								A 16.3	28	1400	1503	832	293	903	149	383	429	491	444	412	113
FALL GUY				10	176	176		A 7.2	12	618	1570	628	198	768	240	474	417	377	248	591	161
FRI.	10.00P	60	ABC	A	91	90		B 7.0	12	601	1637	694	270	793	275	495	466	392	256	557	116
10.00 - 10.30								A 7.3	12	627	1552	633	217	776	236	478	429	389	248	574	162
10.30 - 11.00								A 7.0	12	601	1589	630	178	760	245	472	409	362	246	612	161
FAMILY TIES				23	213	213		A 31.6	47	2714	2101	810	392	906	381	610	550	378	250	570	244
THU.	8.30P	30	NBC	CS	99	99		B 30.5	45	2620	2056	792	386	896	389	609	532	364	234	572	255
FAST TIMES				3	201	204		A 13.6	21	1168	2011	674	366	807	405	604	501	319	159	609	305
WED.	8.00P	30	CBS	CS	99	99		B 13.2	21	1134	2034	723	364	826	411	608	490	319	171	608	307

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11	
EVENING CONT'D																													
FORTUNE DANE																													
SAT. 9.00P 60 ABC OP 6 193 184																													
9.00 - 9.30																													
9.30 - 10.00																													
GIMME A BREAK																													
1 SAT. 8.00P 30 NBC CS 21 198																													
GOLDEN GIRLS																													
SAT. 9.00P 30 NBC CS 25 200 199																													
GROWING PAINS																													
TUE. 8.30P 30 ABC CS 22 207 209																													
HARDCASTLE & MCCORMICK																													
MON. 8.00P 60 ABC A 22 202 202																													
8.00 - 8.30																													
8.30 - 9.00																													
HE'S THE MAYOR																													
FRI. 9.30P 30 ABC CS 10 175 177																													
HIGHWAY TO HEAVEN																													
1 WED. 8.00P 60 NBC GD 21 211																													
8.00 - 8.30																													
8.30 - 9.00																													
HILL STREET BLUES																													
THU. 10.00P 60 NBC OP 22 208 209																													
10.00 - 10.30																													
10.30 - 11.00																													
HOTEL																													
WED. 10.00P 60 ABC GD 19 210 209																													
10.00 - 10.30																													
10.30 - 11.00																													
HUNTER																													
1 TUE. 9.00P 60 NBC OP 2 200 201																													
2 TUE. 9.00P 120																													
9.00 - 9.30																													
9.30 - 10.00																													
10.00 - 10.30																													
10.30 - 11.00																													
IF TOMORROW COMES PART 1(S)																													
1 SUN. 8.31P 180 CBS FF 207																													
8.30 - 9.00																													
9.00 - 9.30																													
9.30 - 10.00																													
10.00 - 10.30																													
10.30 - 11.00																													
11.00 - 11.30																													
IF TOMORROW COMES PART 2(S)																													
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
							TOTAL		LADY WORK- PERSONS OF ING		TOTAL	WOMEN					MEN				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	HOUSE WOM.	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+
EVENING CONT'D																					
IF TOMORROW COMES -CONT'D																					
2	MON.	9.00P	120	CBS	FF		99	A 23.5	36	2019	1538	846	348	922	266	502	505	461	347	517	133
		9.00 - 9.30						A 23.6	36	2027	1587	860	366	955	265	525	519	490	357	541	122
		9.30 - 10.00						A 24.3	39	2087	1533	833	337	915	233	497	497	486	349	550	116
		10.00 - 10.30						A 23.2	40	1993	1499	806	320	877	209	452	462	474	356	565	124
		10.30 - 11.00																			
IF TOMORROW COMES PART 3(S)																					
2	TUE.	9.00P	120	CBS	FF		99	A 20.9	33	1795	1632	856	336	940	256	509	493	493	343	588	150
		9.00 - 9.30						A 20.1	30	1727	1685	850	353	932	253	505	490	482	341	590	157
		9.30 - 10.00						A 20.5	31	1761	1651	839	351	926	246	487	491	489	338	583	143
		10.00 - 10.30						A 21.5	35	1847	1598	867	328	946	256	523	498	506	342	580	145
		10.30 - 11.00						A 21.4	36	1838	1599	868	316	958	272	523	494	492	350	594	152
KATE & ALLIE																					
1	MON.	9.00P	30	CBS	CS	202	205	A 18.6	28	1598	1599	758	307	849	304	497	467	379	297	480	155
2	MON.	8.00P	30			98	99	B 20.3	29	1744	1686	767	345	874	287	518	497	396	299	470	157
KNIGHT RIDER																					
	FRI.	9.00P	60	NBC	A	185	187	A 13.9	22	1194	1920	688	269	824	313	490	422	330	283	633	232
		9.00 - 9.30				97	95	B 13.9	22	1194	1908	655	245	738	284	465	410	313	229	624	237
		9.30 - 10.00						A 13.0	20	1117	1919	674	254	821	307	470	407	326	297	635	218
								A 14.9	24	1280	1903	693	277	817	318	503	432	329	265	626	244
KNOTS LANDING																					
						22	199	A 17.7	30	1520	1678	906	409	1042	373	641	578	491	325	463	211
1 THU. 10.00P 60 CBS GD 97																					
		10.00 - 10.30						B 19.8	32	1701	1555	849	349	950	336	566	508	424	330	443	168
		10.30 - 11.00						A 17.6	28	1512	1691	906	414	1047	387	646	571	481	325	457	222
								A 17.8	31	1529	1651	902	404	1033	357	634	578	498	325	468	204
KRAFT SALUTE D.COPPERFLD(S)																					
1	FRI.	8.00P	60	CBS	GV	200	99	A 15.8	26	1357	1699	683	263	832	326	487	447	343	292	486	141
		8.00 - 8.30						A 14.8	25	1271	1697	680	265	827	331	486	453	340	285	482	136
		8.30 - 9.00						A 16.7	27	1435	1701	686	259	838	321	486	440	347	301	488	145
LOVE BOAT																					
	SAT.	10.00P	60	ABC	CS	21	191	A 10.9	20	936	1512	687	283	786	227	384	364	308	378	478	151
		10.00 - 10.30				96	95	B 12.9	22	1108	1615	755	328	866	255	439	402	360	375	480	158
		10.30 - 11.00						A 10.4	19	893	1532	709	298	814	234	400	381	324	388	467	150
								A 11.4	21	979	1482	662	268	758	219	369	345	292	370	481	151
MACGYVER																					
	WED.	8.00P	60	ABC	A	9	202	A 16.2	25	1392	1841	691	278	768	282	461	408	330	258	635	256
		8.00 - 8.30				98	99	B 15.5	23	1331	1836	696	279	779	270	468	415	349	254	592	217
		8.30 - 9.00						A 14.5	23	1246	1835	698	271	774	286	456	407	323	268	629	248
								A 17.9	27	1538	1837	684	281	759	277	459	404	329	250	637	263
MAGNUM, P.I.																					
	THU.	8.00P	60	CBS	PD	23	200	A 13.5	20	1160	1623	729	282	784	188	378	386	339	349	651	179
		8.00 - 8.30				98	98	B 14.9	22	1280	1665	741	275	808	208	398	388	393	348	628	172
		8.30 - 9.00						A 12.8	19	1100	1575	704	270	748	172	353	359	329	341	625	154
								A 14.2	21	1220	1654	747	288	809	199	397	407	347	354	669	197
MIAMI VICE																					
	FRI.	10.00P	60	NBC	OP	24	208	A 20.5	36	1761	1726	713	334	834	401	594	505	319	190	618	267
		10.00 - 10.30				98	99	B 21.8	36	1873	1800	705	351	797	387	596	508	331	158	682	308
		10.30 - 11.00						A 20.4	34	1752	1716	702	331	822	398	588	498	314	182	611	263
								A 20.5	36	1761	1740	726	338	848	406	602	517	325	195	626	275
MR. BELVEDERE																					
2	FRI.	8.30P	30	ABC	CS	22	182	A 14.9	24	1280	1538	720	252	852	274	480	441	323	321	283	57
						92		B 14.8	24	1271	1789	776	300	857	269	453	430	356	343	444	129

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PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	Y	HOUSEHOLD AUDIENCES	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17)	CHILDREN (2-11)
EVENING CONT'D																													
MOONLIGHTING																													
	TUE.	9.00P	60	ABC	PD		22 209 208		99 99		A 18.7 28 1606	1785	740 362	841 411	641 552	328 166	607 325	504 433	238 84	198 88	139 112								
		9.00 - 9.30									B 18.1 27 1555	1816	770 387	876 393	641 544	381 186	583 254	429 404	265 114	194 100	163 112								
		9.30 - 10.00									A 18.4 28 1581	1784	721 354	824 407	628 531	316 164	599 323	496 426	230 84	208 93	153 121								
											A 19.0 29 1632	1779	754 367	853 414	654 567	340 165	610 325	509 441	242 84	192 81	124 103								
NBC MONDAY NIGHT MOVIES																													
	MON.	9.00P	120	NBC	FF		21 203 198		99 98		A 17.3 27 1486	1765	679 295	789 286	471 417	363 242	749 341	521 434	319 184	145 73	82	52							
		9.00 - 9.30									B 18.6 28 1598	1705	762 330	861 329	544 469	382 266	543 205	343 302	252 167	145 84	156 97								
		9.30 - 10.00									A 17.0 25 1460	1785	692 306	799 280	478 446	382 237	703 314	491 409	311 171	178 99	105 62								
		10.00 - 10.30									A 17.3 26 1486	1824	684 295	808 299	484 425	367 246	740 343	520 429	308 182	165 75	111 78								
		10.30 - 11.00									A 17.7 28 1520	1728	658 277	764 283	456 394	342 239	773 349	536 454	332 189	126 68	65	43							
											A 17.3 29 1486	1704	674 299	777 279	462 402	360 242	770 353	535 447	331 185	111 50	46	27							
NBC NEWS DIGEST-M-F																													
	M-F	8.58P	1	NBC	N		119 146 148		76 76		A 12.5 19 1074	1947	756 325	862 304	494 450	371 315	592 224	362 307	259 195	184 100	309 214								
											B 13.2 20 1134	1879	734 308	827 295	483 438	355 291	605 218	363 336	273 205	156 81	291 197								
NBC NEWS DIGEST-2-M-F																													
	1 MON.	9.47P	1	NBC	N		55 158 160		84 84		A 12.3 19 1057	1763	702 287	797 293	480 435	365 261	664 299	446 377	289 180	126 53	176 137								
	1 W & F	9.58P	1								B 12.1 18 1039	1711	720 306	810 312	510 447	354 250	621 253	417 379	289 164	125 55	155 104								
	2 TUE.	9.44P	2																										
	2 THU.	9.58P	1																										
NBC NEWS DIGEST-SAT																													
	SAT.	8.58P	1	NBC	N		24 150 146		78 76		A 13.0 22 1117	1962	869 332	1039 317	578 518	432 416	486 192	268 246	137 174	141 103	296 229								
											B 14.1 23 1211	1886	783 318	901 311	513 450	373 336	481 174	270 245	192 183	180 116	324 245								
NBC NEWS DIGEST-2-SAT.																													
							11 162				A 11.0 19 945	1943	791 214	873 274	474 451	356 365	466 196	260	237	152	206	208	208						
2 SAT. 9.58P 1 NBC N 84																													
											B 13.1 21 1125	1775	810 310	895 256	477 481	413 345	496 151	272 254	242 194	147 107	237 181								
NBC NEWS DIGEST-SUN																													
	1 SUN.	9.40P	1	NBC	N		24 153 154		78 79		A 11.0 16 945	1854	758 356	853 413	590 445	329 197	548 255	398 338	221 142	264 134	189 131								
	2 SUN.	8.58P	1								B 12.4 18 1065	2052	733 351	823 357	579 503	365 193	755 325	542 480	348 174	197 97	277 194								
NBC NEWS DIGEST-2-SUN.																													
	1 SUN.	10.30P	1	NBC	N		12 165				A 10.2 16 876	1638	679 293	828 456	593 445	252	204	548 206	409 337	285	121	231	105						
											B 13.6 20 1168	1877	786 359	866 359	607 535	405 199	689 274	481 449	329 163	174 94	148 105								
NBC NIGHTLY NEWS-SAT.																													
	SAT.	6.30P	30	NBC	N		21 164 159		92 92		A 8.0 17 687	1405	609 187	765 178	305 252	318 380	591 136	211 267	228 324	LT LT	49	49							
											B 9.7 19 833	1558	657 214	734 145	276 296	320 389	641 161	278 288	276 300	53 25	130 96								
NBC NIGHTLY NEWS-SUN																													
	SUN.	6.30P	30	NBC	N		11 167 170		90 93		A 8.8 17 756	1638	672 200	761 242	365 370	282 355	639 172	323 337	282 261	65	40	173	124						
											B 8.3 15 713	1597	644 225	695 162	296 325	311 334	707 217	393 417	324 252	66 32	129 86								
NBC NIGHTLY NEWS																													
	M-F	6.30P	30	NBC	N		118 204 204		99 99		A 12.3 22 1057	1545	714 231	762 195	319 303	311 388	668 179	326 313	302 288	51	28	64	46						
											B 12.2 21 1048	1532	696 229	752 168	303 314	333 388	625 164	287 298	276 285	51 30	104 64								
NBC SUNDAY NIGHT MOVIE																													
	1 SUN.	8.32P	120	NBC	FF		22 200 199		99 99		A 16.7 26 1435	1867	700 372	825 370	577 465	323 200	601 269	461 418	282 108	273 135	168 113								
	2 SUN.	9.00P	120								B 18.6 28 1598	1861	724 347	812 322	557 497	384 201	730 285	510 462	355 177	169 84	150 104								
		8.30 - 9.00									A 16.9 25 1452	2050	724 321	839 332	580 459	343 218	574 218	410 371	272 137	301 158	336 209								
		9.00 - 9.30									A 16.7 25 1435	1940	733 375	853 372	599 491	330 205	592 258	456 417	281 107	294 156	201 143								
		9.30 - 10.00									A 17.0 25 1460	1834	681 345	805 363	554 452	304 196	578 263	442 402	264 104	301 153	150 111								
		10.00 - 10.30									A 16.8 26 1443	1757	672 379	803 379	567 453	313 185	601 277	460 409	283 108	245 113	108 73								
		10.30 - 11.00									A 16.0 28 1374	1827	706 449	833 384	592 473	360 203	686 344	569 513	323 83	203 79	105	56							
NELL CARTER SPCL(S)																													
	2 SAT.	8.00P	60	NBC	GV		197		98		A 13.4 24 1151	2002	770 271	953 336	494 408	310 413	488 174	244 240	168	182	225	183							
		8.00 - 8.30									A 12.9 23 1108	1955	751 253	922 330	465 385	278 406	471 176	235	220	153	180	222	173						
		8.30 - 9.00																											

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PROGRAM NAME										AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	ING.	VIEWERS PER 1000	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
EVENING CONT'D																																	
NEWHART																																	
1	MON.	9.30P	30	CBS CS			21 204 205			A	18.6	28	1598	1613	761	309		847	306	502	477	391	283	558	194	355	368	284	156	108	70^	100	87
2	MON.	8.30P	30				99 99			B	19.9	29	1709	1642	773	363		875	297	523	501	399	291	511	179	322	325	243	154	135	78	121	80
NEWSBREAK-M-F																																	
1	MATHE	9.58P	1	CBS N			124 167 179			A	14.1	22	1211	1647	795	303		891	265	464	451	407	353	565	158	301	297	290	222	106	52^	85	67
1	TUE.	10.01P	1				82 86			B	13.9	21	1194	1609	790	319		879	250	461	434	410	359	528	150	285	281	265	208	98	50	104	69
2	MON.	9.57P	1																														
2	TUE.	9.58P	1																														
2	WED.	9.57P	1																														
2	THU.	8.32P	1																														
2	FRI.	8.58P	1																														
NEWSBREAK-SAT.																																	
1	SAT.	9.56P	1	CBS N			25 149 163			A	8.1	14	696	1842	683	270		752	277	472	472	342	212	708	275	474	453	319	201	112^	37^	270	198
2	SAT.	9.54P	1				78 81			B	10.0	17	859	1805	727	312		812	285	505	460	381	251	639	233	417	406	318	181	165	60	189	129
NEWSBREAK-SUN.																																	
1	SUN.	10.32P	1	CBS N			25 176 175			A	17.3	28	1486	1667	778	357		919	250	460	445	445	382	595	165	287	280	279	265	103	57^	50^	40^
2	SUN.	9.50P	1				84 84			B	15.0	22	1289	1620	813	322		906	222	431	432	436	407	547	147	282	288	287	225	86	52	81	59
NIGHT COURT																																	
1	THU.	9.30P	30	NBC CS			21 203			A	20.8	31	1787	1894	814	506		906	445	638	536	349	207	611	276	479	458	261	93^	167	95^	210	143^
							99			B	21.1	31	1812	1813	759	401		856	395	604	528	339	203	650	302	484	453	276	132	162	75	145	94
PEOPLE'S CHOICE AWARDS(S)																																	
							207			A	17.4	28	1495	1619	803	320		915	279	452	377	377	400	426	149^	233	201	181	165^	209	120^	69^	56^
1 TUE. 9.00P 120 CBS AC 99																																	
		9.00 - 9.30								A	16.2	24	1392	1639	818	314		911	270	455	407	372	393	377	118^	197	178^	170^	161^	263	163^	88^	80^
		9.30 - 10.00								A	16.8	25	1443	1545	775	285		861	226	396	358	372	399	398	143^	206	164^	154^	166^	219	136^	67^	61^
		10.00 - 10.30								A	18.5	31	1589	1604	811	332		908	276	450	371	373	401	440	154^	250	215	192	164^	188	105^	68^	44^
		10.30 - 11.00								A	18.0	32	1546	1687	810	350		975	333	505	383	391	403	482	177	275	239	209	172	173	83^	57^	45^
PUNKY BREWSTER																																	
2	SUN.	7.00P	30	NBC CS			20 184			A	9.6	17	825	2394	718	236^		778	316^	478	421	294^	254^	656	318^	491	335	283^	149^	300^	166^	660	497
							95			B	9.7	15	833	2139	661	255		742	274	475	433	327	222	569	231	388	346	264	143	257	159	571	389
REDD FOX SHOW																																	
	SAT.	8.00P	30	ABC CS			9 194 188			A	10.1	18	868	1808	628	216		727	233	456	414	375	250	647	179	396	376	331	215	183	107^	251	171
							97 96			B	11.0	19	945	1837	722	273		799	232	428	412	385	312	662	195	373	349	333	241	149	83	227	132
REDD FOX SHOW SPEC.(S)																																	
1	FRI.	8.30P	30	ABC CS			180			A	12.1	19	1039	1632	697	190^		749	212^	465	427	372	284	436	127^	264	188^	186^	157^	149^	149^	298	202^
							91																										
REMINGTON STEELE																																	
	SAT.	10.00P	60	NBC PD			5 197 196			A	14.8	27	1271	1688	751	311		854	314	507	461	375	290	569	235	375	340	251	167	129	56^	136	86^
		10.00 - 10.30					98 98			B	15.1	27	1297	1645	741	270		818	276	487	472	395	267	551	204	352	322	278	165	142	58	134	92
		10.30 - 11.00								A	14.9	27	1280	1685	748	308		846	310	493	454	367	295	563	231	369	332	246	167	125	53^	151	90^
										A	14.8	27	1271	1669	749	310		855	319	516	463	376	282	569	237	375	342	254	167	127	57^	118	78^
RIPLEY'S BELIEVE IT-NOT																																	
	THU.	8.00P	60	ABC U			8 187 178			A	7.4	11	636	1730	640	215		728	249	399	379	351	263	552	199^	308	313	268	189^	79^	32^	371	275
		8.00 - 8.30					97 96			B	7.4	11	636	1654	653	270		702	243	392	389	319	249	535	161	290	314	288	184	112	44	305	238
		8.30 - 9.00								A	6.8	10	584	1759	659	228^		735	300	439	368	306	241	564	237	343	343	243	170^	75^	29^	385	293
										A	7.9	12	679	1719	630	204		729	208	368	392	394	285	543	167^	278	291	292	206	83^	33^	364	261
RIPTIDE																																	
	FRI.	8.00P	60	NBC PD			3 181 190			A	12.9	21	1108	2011	742	299		853	302	462	453	355	316	680	265	398	366	304	219	151	73^	327	233
		8.00 - 8.30					94 97			B	12.5	20	1074	1947	731	268		849	313	473	459	333	308	630	218	354	350	299	214	141	63	327	245
		8.30 - 9.00								A	12.4	21	1065	1990	754	316		850	283	450	461	370	317	673	255	387	372	305	229	149	68^	318	216
										A	13.4	22	1151	2020	727	278		851	319	471	441	338	313	683	277	412	357	303	210	149			

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PROGRAM NAME										AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
										TOTAL					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
										TOTAL					TOTAL					TOTAL					TOTAL FEM		TOTAL 6-11	

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PROGRAM NAME										AUDIENCE COMPOSITION														
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
NO. OF STATIONS & PROGRAM COVERAGE										TOTAL LADY WORK- PERSONS OF ING- HOUSE WOM.														
WK # DAY START TIME DUR NET TYPE										TOTAL 18- 34 18- 49 25- 54 35- 64 55+ TOTAL 18- 34 1														

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					MEN					TEENS (12-17)	CHILDREN (2-11)								
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																																	
CBS NCAA BSKBL CHAMP-THU(S)						200			A	4.6	19	395	1142	354	137	417	116	238	269	239	141	666	397	534	460	211	132	59	LT	LT	LT		
1 THU. 11.30P 121 CBS SE						97			A	5.7	17	490	1371	554	196	605	198	369	419	351	164	708	333	547	506	295	161	58	LT	LT	LT		
11.30 - 12.00									A	4.9	19	421	1050	245	107	302	55	123	180	185	122	682	444	521	457	154	161	66	LT	LT	LT		
12.00 - 12.30									A	4.2	21	361	1014	266	81	330	114	194	194	146	136	588	392	510	420	160	78	96	LT	LT	LT		
12.30 - 1.00									A	3.7	24	318	1025	290	158	375	78	236	236	230	139	650	427	546	431	201	104	LT	LT	LT	LT		
1.00 - 1.30									A	2.2	18	189	1487	191	LT	191	LT	LT	LT	96	191	1296	925	1068	667	371	228	LT	LT	LT	LT		
CBS NCAA BSKBL POST-THU(S)						200			A	4.2	15	361	1324	438	161	482	194	283	307	216	158	735	377	543	568	313	120	55	22	52	LT	LT	
1 THU. 1.31A 29 CBS SC						97			A	5.0	13	430	1440	506	203	578	233	343	330	237	196	722	360	514	526	290	139	104	32	36	LT	LT	
CBS NCAA BSKBL CHAMP-FRI(S)						199			A	4.4	14	378	1394	535	284	559	214	312	429	278	130	727	412	585	585	276	95	65	26	43	LT	LT	
1 FRI. 11.30P 120 CBS SE						95			A	4.0	16	344	1221	311	79	348	141	211	211	172	137	774	393	608	619	348	111	24	24	75	LT	LT	
11.30 - 12.00									A	3.6	17	309	1081	344	43	363	152	213	213	143	150	663	320	433	515	324	113	LT	LT	55	LT	LT	
12.00 - 12.30									A	2.6	15	223	1054	349	68	349	152	211	211	149	138	705	346	400	530	359	121	LT	LT	LT	LT	LT	
1.00 - 1.30									A	3.9	17	335	1242	437	281	490	54	236	289	403	186	656	283	504	426	328	105	51	LT	45	16	LT	LT
CBS NCAA BSKBL POST-FRI(S)						199			A	4.9	14	421	1295	435	195	532	132	253	290	323	188	707	328	536	497	273	132	41	41	15	LT	LT	
1 FRI. 1.30A 21 CBS SC						95			A	4.2	16	361	994	318	238	376	LT	139	205	376	171	618	327	527	405	253	38	LT	LT	LT	LT	LT	
CBS NCAA BSKBL CHMP TH 2(S)						203			A	3.7	18	318	1167	362	277	412	22	205	264	390	148	635	258	509	415	377	88	82	LT	38	LT	LT	
2 THU. 11.35P 127 CBS SE						98			A	3.5	22	301	1346	542	383	542	50	313	363	458	179	602	224	430	362	378	120	92	LT	110	37	LT	
11.30 - 12.00									A	3.2	24	275	1429	615	360	615	36	291	342	506	273	676	171	421	400	407	203	36	LT	102	40	LT	
1.00 - 1.30									A	2.5	20	215	1144	656	261	656	42	353	404	544	252	469	194	269	264	155	144	LT	LT	LT	LT	LT	
1.30 - 2.00									A	3.4	21	292	1356	393	99	403	198	311	281	165	88	953	292	754	620	596	199	LT	LT	LT	LT	LT	
CBS NCAA BSKBL POST-THUR(S)						203			A	4.1	17	352	1372	389	182	389	224	327	327	103	62	983	278	764	642	616	219	LT	LT	LT	LT	LT	
2 THU. 1.42A 21 CBS SC						98			A	3.8	19	326	1383	326	111	326	208	326	326	118	LT	1057	277	851	723	698	206	LT	LT	LT	LT	LT	
12.30 - 1.00									A	3.6	22	309	1476	353	16	353	210	330	315	143	23	1123	349	929	722	696	194	LT	LT	LT	LT	LT	
1.00 - 1.30									A	3.0	22	258	1221	465	140	473	151	256	191	206	217	748	260	551	451	457	197	LT	LT	LT	LT	LT	
1.30 - 2.00									A	3.0	26	258	1244	461	105	496	206	307	237	220	178	748	267	566	493	423	182	LT	LT	LT	LT	LT	
2.00 - 2.30									A	1.9	17	163	620	154	LT	154	154	154	154	LT	LT	466	368	368	301	98	98	LT	LT	LT	LT	LT	
2.30 - 3.00									A	1.0	11	86	605	349	140	384	105	186	140	232	198	221	82	140	140	139	81	LT	LT	LT	LT	LT	
CBS NCAA BSKBL POST-FR(S)						203			B	1.2	13	103	812	407	168	499	142	288	265	313	171	279	93	138	142	171	131	LT	LT	LT	LT	LT	
2 FRI. 2.54A 8 CBS SC						96			A	1.3	17	112	607	304	161	384	107	143	116	170	241	223	80	98	98	143	107	LT	LT	LT	LT	LT	
1 M-THSU 2.00A 30 CBS N						62			B	1.3	17	112	792	380	117	461	159	281	246	256	149	296	125	182	165	156	104	LT	LT	LT	LT	LT	
1 TUE. 2.01A 29									A	1.2	23	103	563	292	59	301	18	136	126	174	165	195	80	68	107	107	88	LT	LT	LT	LT	LT	
2 M-THSU 2.00A 30									B	1.2	23	103	581	287	101	323	98	179	157	152	121	218	68	107	90	103	102	LT	LT	LT	LT	LT	
3.00 - 3.30									A	1.3	20	112	589	366	LT	366	LT	107	107	214	259	223	54	107	143	151	80	LT	LT	LT	LT	LT	
3.30 - 4.00									A	1.2	21	103	553	330	LT	330	LT	117	117	194	213	223	LT	126	155	194	68	LT	LT	LT	LT	LT	
CONT'D																																	

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PROGRAM NAME										AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK	START	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																														
ALL MY CHILDREN					118	209	210	A	8.1	25	696	1316	743	280	869	428	657	549	349	159	250	134	186	119	77^	59^	75^	54^	122	17^
M-F	1.00P	60	ABC	DD	99	99		B	8.1	26	696	1279	799	264	900	428	653	532	368	205	218	113	157	127	69	52	64	55	97	33
	1.00 - 1.30							A	7.6	24	653	1288	732	271	856	410	640	547	350	161	241	126	175	116	75^	59^	73^	53^	118	14^
	1.30 - 2.00							A	8.6	27	739	1327	749	281	875	444	668	549	341	155	252	139	188	117	75^	58^	73^	54^	127	18^
AMERICAN TREASURY					70	197	198	A	5.6	17	481	1331	726	136	924	277	521	424	474	325	278	85^	184	162	152	64^	76^	64^	53^	31^
M-F	3.58P	1	CBS	DO	92	93		B	5.9	18	507	1257	741	177	863	221	450	396	441	348	209	71	121	97	98	70	120	85	65	35
ANOTHER WORLD					114	205	204	A	5.2	17	447	1371	875	201	989	299	483	466	435	425	314	121^	180	106^	130^	116^	19^	11^	49^	13^
M-F	2.00P	60	NBC	DD	99	99		B	5.1	17	438	1328	854	175	968	321	523	428	388	408	243	83	117	87	104	104	50	38	67	27
	2.00 - 2.30							A	5.2	17	447	1436	907	217	1030	342	530	483	441	419	342	146^	204	110^	132^	118^	14^	17^	50^	17^
	2.30 - 3.00							A	5.1	17	438	1304	853	189	955	258	438	450	429	437	280	95^	150	100^	126^	112^	25^	16^	44^	16^
AS THE WORLD TURNS					121	203	204	A	7.1	23	610	1266	810	128	907	235	440	433	436	386	299	135	189	159	101^	93^	16^	16^	44^	26^
M-F	1.30P	60	CBS	DD	99	99		B	6.6	22	567	1200	795	145	883	211	405	382	408	414	217	52	95	90	99	104	46	32	54	21
	1.30 - 2.00							A	7.1	22	610	1251	808	129	897	227	434	428	435	383	291	127	177	152	100^	95^	17^	17^	46^	28^
	2.00 - 2.30							A	7.1	23	610	1257	807	122	906	239	437	430	431	387	293	133	187	158	100^	90^	17^	17^	41^	25^
B. FORSYTH'S HOT STREAK					54	154	154	A	1.8	7	155	1148	502	134^	657	271^	463	375^	296^	161^	362^	182^	252^	167^	109^	104^	39^	33^	90^	17^
M-F	11.00A	30	ABC	QP	76	76		B	2.0	8	172	1164	619	176	710	312	489	412	289	191	285	127	172	137	99	98	67	54	102	17^
CAPITOL					120	192	194	A	5.1	17	438	1272	756	128^	909	280	489	423	447	350	281	151	203	158	90^	64^	32^	32^	50^	30^
M-F	2.30P	30	CBS	DD	94	95		B	5.2	18	447	1170	754	153	875	238	444	388	424	372	192	60	111	96	92	69	51	32	52	22
CBS EARLY MORNING NEWS					125	138	138	A	1.6	14	137	1219	512	256^	519	116^	197^	234^	322^	278^	576	181^	298^	349^	351^	227^	LT	LT	124^	17^
M-F	6.30A	30	CBS	N	89	89		B	1.5	15	129	1169	558	225	582	115	241	258	285	284	529	121	222	250	278	263	LT	LT	43	17^
CBS MORNING NEWS 1					125	200	200	A	3.0	13	258	1353	616	260	674	167^	317	349	294	301	450	59^	140^	131^	213^	283	58^	17^	171^	39^
M-F	7.30A	30	CBS	N	99	99		B	2.9	14	249	1345	681	216	708	169	336	330	304	339	531	74	144	150	207	364	27	17^	79	39
CBS MORNING NEWS 2					125	200	200	A	3.3	14	283	1367	653	204^	748	144^	289	307	336	402	466	78^	169^	177^	240	239	25^	17^	128^	21^
M-F	8.30A	30	CBS	N	99	99		B	3.3	14	283	1228	663	160	735	156	301	294	313	385	409	68	136	141	174	239	26	17^	58	17^
CBS SCHOOLBREAK SPECIALS(S)					173			A	5.4	14	464	1392	470^	112^	625	163^	260^	248^	199^	313^	282^	144^	183^	193^	98^	50^	168^	95^	317^	270^
2 TUE.	4.30P	60	CBS	CL	82			A	4.8	13	412	1223	471^	99^	621^	153^	239^	238^	167^	330^	259^	123^	148^	153^	75^	61^	127^	73^	216^	196^
	4.30 - 5.00							A	6.1	15	524	1485	455^	118^	610	166^	267^	248^	216^	294^	288^	155^	202^	220^	108^	38^	195^	109^	392^	323^
DAYS OF OUR LIVES					117	210	210	A	7.8	24	670	1433	882	226	985	331	541	495	455	366	371	146	200	131	124	146	42^	36^	35^	17^
M-F	1.00P	60	NBC	DD	99	99		B	7.2	23	618	1402	844	204	951	341	542	443	383	372	322	110	164	126	134	130	55	45	74	22
	1.00 - 1.30							A	7.6	24	653	1404	868	216	963	320	518	480	438	369	375	153	208	132	123	144	36^	27^	30^	17^
	1.30 - 2.00							A	8.1	25	696	1427	876	229	985	334	551	499	462	356	356	136	186	125	121	145	47^	42^	39^	17^
FAMILY TIES					59	154	156	A	4.5	18	387	1532	702	168^	818	348	482	437	254	280	482	289	354	192	77^	128^	76^	39^	156^	44^
M-F	10.00A	30	NBC	CS	88	89		B	4.3	16	369	1419	659	177	750	322	462	413	306	227	333	167	225	164	112	95	129	93	207	97
GENERAL HOSPITAL					118	206	205	A	9.4	29	807	1352	788	262	887	430	625	512	336	222	224	104	147	101	73^	77^	137	107	104	29^
M-F	3.00P	60	ABC	DD	99	99		B	9.3	29	799	1376	790	252	912	436	649	509	349	230	211	94	133	104	61	77	132	111	121	56
	3.00 - 3.30							A	9.3	30	799	1342	776	252	877	435	619	496	318	222	232	106	153	105	78^	79^	130	105	103	28^
	3.30 - 4.00							A	9.6	29	825	1337	787	268	880	419	621	520	344	218	214	99	139	97	68^	75^	141	107	102	32^
GOOD MORNING, AMERICA-730					120	206	206	A	5.3	23	455	1125	666	185	723	219	360	371	284	320	300	36^	113^	139^	169	161	32^	15^	70^	24^
M-F	7.30A	30	ABC	N	99	99		B	4.9	23	421	1167	704	243	762	227	415	432	360	281	319	67	147	161	165	147	30	15	56	26
GOOD MORNING, AMERICA-830					119	204	204	A	5.6	23	481	1179	748	168	770	204	408	406	360	307	325	36^	164	158	202	161	17	17^	80^	10^
M-F	8.30A	30	ABC	N	99	99		B	5.4	22	464	1105	718	174	745	187	391	404	369	303	297	45	123	132	171	154	16	12	47	12

[illegible]

2ND MAR. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										KEY		TOTAL		LADY WORK-ING		MEN										TEENS		CHILDREN					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	PERSONS OF (2+)	HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKDAY DAYTIME CONT'D																																	
SCRABBLE		M-F		11.30A	30	NBC	QG	115	196	195	A	5.6	22	481	1274	749	87^	803	194	307	333	307	428	291	69^	87^	96^	96^	162	47^	31^	133^	28^
								97	97	B	5.4	21	464	1308	698	139	815	243	368	304	293	404	305	92	122	96	102	162	55	37	133	49	
SEARCH FOR TOMORROW		M-F		12.30P	30	NBC	DD	116	153	153	A	3.0	10	258	1523	873	201^	971	298	425	454	453	456	396	102^	170^	162^	189^	183^	67^	51^	89^	LT
								77	77	B	2.9	10	249	1349	753	147	858	251	360	347	349	446	341	97	140	133	142	175	56	49	94	36	
SUPER PASSWORD		M-F		12.00N	30	NBC	QG	117	146	146	A	4.1	14	352	1284	720	99^	797	176^	312	278	340	425	358	131^	182^	190	119^	148^	55^	43^	74^	39^
								74	74	B	3.9	14	335	1235	673	87	772	181	310	279	311	412	281	74	124	102	131	142	60	44	122	66	
TODAY SHOW-7.30AM		M-F		7.30A	30	NBC	N	120	205	205	A	5.7	25	490	1286	715	247	743	195	392	427	325	292	462	107^	208	230	222	188	24^	19^	57^	43^
								99	99	B	5.2	24	447	1289	716	266	743	196	421	441	367	274	427	100	206	217	212	177	40	15	79	54	
TODAY SHOW-8.30AM		M-F		8.30A	30	NBC	N	120	205	205	A	5.9	24	507	1172	680	143	724	177	333	350	306	334	411	114^	180	164	164	188	LT	LT	33^	18^
								99	99	B	5.6	23	481	1201	733	161	775	197	386	371	356	339	353	85	145	156	152	168	23	11	50	30	
\$25,000 PYRAMID		M-F		10.00A	30	CBS	QP	123	184	185	A	5.1	20	438	1260	714	141^	794	181	351	332	369	390	340	68^	155	171	200	143^	17^	LT	109^	49^
								92	92	B	5.0	20	430	1225	712	154	801	183	359	332	374	404	285	64	150	157	159	104	29	13	110	37	
WHEEL OF FORTUNE		M-F		11.00A	30	NBC	QG	117	207	207	A	7.2	29	618	1231	728	110	783	175	289	324	304	430	305	88^	115	94^	98^	168	47^	29^	96^	18^
								99	99	B	7.2	28	618	1292	746	139	845	228	361	311	303	442	285	78	108	90	99	163	50	30	112	40	
YOUNG AND THE RESTLESS		M-F		12.30P	60	CBS	DD	120	207	206	A	9.2	31	790	1256	793	186	904	318	542	458	428	318	259	107	151	133	103	92	26^	22^	67^	25^
								99	99	B	8.2	29	704	1262	793	188	880	290	507	448	407	328	249	81	128	114	110	101	44	32	89	23	
				12.30 - 1.00				A	9.1	31	782	1258	778	179	918	328	549	460	435	321	273	105	158	137	117	96	31^	23^	71^	25^			
				1.00 - 1.30				A	9.3	31	799	1235	806	190	918	328	549	460	435	321	236	102	137	125	84	85	20^	20^	61^	24^			
*WEEKEND DAYTIME																																	
ABC FUN FIT-8:25AM		SAT.		8.25A	4	ABC	CN	4	201	201	A	3.6	17	309	1408	301^	81^	305^	110^	110^	116^	100^	189^	408^	95^	147^	102^	74^	261^	60^	LT	635	405
								98	98	B	3.4	16	292	1595	287	106	320	124	175	182	107	138	320	115	142	85	60	178	62	LT	893	468	
ABC FUN FIT-11:55AM		SAT.		11.55A	4	ABC	CN	4	192	193	A	4.0	13	344	1451	261^	29^	264^	53^	169^	206^	191^	52^	177^	113^	154^	79^	41^	23^	172^	122^	838	370
								96	96	B	4.3	14	369	1621	315	145	349	200	265	236	102	62	238	89	196	160	130	42	248	125	786	385	
ABC PROFESSIONAL BOXING		2 SUN.		3.30P	60	ABC	SE	5	160		A	4.8	14	412	1823	553^	152^	628^	93^	287^	316^	263^	312^	1000	424^	649	629^	370^	308^	LT	LT	195^	113^
				3.30 - 4.00				82		B	4.4	11	378	1665	514	166	542	150	274	268	192	245	872	363	536	503	296	288	78	45	173	116	
				4.00 - 4.30						A	4.1	12	352	1818	602^	173^	650^	142^	319^	337^	235^	313^	1023	432^	645^	607^	424^	342^	LT	LT	145^	78^	
										A	5.6	15	481	1780	501^	133^	595	56^	255^	289^	272^	306^	959	408^	634	630	322^	277^	LT	LT	226^	133^	
ABC WEEKEND SPECIALS		SAT.		12.00N	30	ABC	FV	26	186	189	A	4.6	15	395	1587	265^	48^	333^	78^	212^	212^	236^	80^	197^	150^	157^	76^	30^	40^	294^	142^	763	318^
								95	95	B	4.4	14	378	1745	409	132	469	256	352	300	159	89	318	189	241	178	101	72	280	163	678	446	
ABC WIDE WORLD-SPORTS SAT		1 SAT.		4.31P	89	ABC	SA	12	207	196	A	5.8	15	498	1416	456	212^	510	136^	288	301	286	205^	691	201^	371	371	327	291	68^	30^	147^	99^
				4.30P	90			99	96	B	7.2	17	618	1523	530	214	587	151	300	294	287	250	676	204	356	377	329	259	111	64	149	97	
				4.30 - 5.00						A	5.9	16	507	1499	430	224^	491	86^	246^	255^	286	236^	715	202^	379	415	312	300	120^	54^	173^	97^	
				5.00 - 5.30						A	6.0	15	515	1406	434	216^	488	142^	284	301	275	187^	734	231^	420	413	351	284	58^	19^	126^	95^	
				5.30 - 6.00						A	5.4	13	464	1375	529	207^	576	190^	345	361	309	200^	640	177^	323	293	330	295	23^	14^	136^	100^	
ABC WIDE WORLD-SPORTS SUN		2 SUN.		4.30P	90	ABC	SA	6	179		A	6.2	15	533	1568	505	263^	584	145^	278^	236^	271^	246^	784	317^	558	566	345^	191^	50^	LT	150^	64^
								91		B	8.0	18	687	1612	528	229	587	206	366	322	274	186	774	227	480	454	407	252	105	44	146	75	
				4.30 - 5.00						A	5.2	14	447	1660	543^	268^	626	140^	294^	257^	319^	259^	808	315^	543^	561^	332^	232^	42^	LT	184^	81^	
				5.00 - 5.30						A	6.4	16	550	1564	487	267^	562	148^	277^	232^	262^	228^	806	360^	606	607	343^	169^	48^	LT	148^	59^	
				5.30 - 6.00						A	6.9	15	593	1523	504	261^	579	147^	270^	227^	251^	253^	757	285^	539	542	361^	181^	58^	LT	129^	56^	
ALVIN AND THE CHIPMUNKS		SAT.		11.00A	30	NBC	CA	26	199	196	A	7.0	24	601	1707	317	162^	365	210^	225	189^	138^	85^	401	244	280	167^	101^	70^	260	113^	681	377
								99	99	B	7.5	25	644	1717	299	106	340	215	261	196	96	68	264	180	211	151	62	41	267	165	846	482	

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
													VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK	START				PROG.			K E Y	AVG.	AVG.	TOTAL	LADY WORK-	WOMEN					MEN					TEENS	CHILDREN									
#	DAY	TIME	DUR	NET	TYPE	WK 1	WK 2		AUD.	SHARE	AUD.	PERSONS	OF	TOTAL	18-	18-	25-	35-	55+	TOTAL	18-	18-	25-	35-	55+	(12-17)	(2-11)						
									%	%	(0,000)	(2+)	HOUSE	WOM.		34	49	54	64	55+		34	49	54	64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																	
CBS NCAA BSKBL CHA-CONT'D																																	
		2.30 -	3.00					A	8.3	26	713	1366	364^226^	364^103^	220^254^	219^110^				850	324^	613	544	378	197^	71^	20^	81^	60^				
		3.00 -	3.30					A	9.0	28	773	1550	428 232^	428 113^	258^292^	270^136^				868	321^	580	532	415	231^	112^	70^	142^	117^				
		3.30 -	4.00					A	8.9	27	765	1404	403 217^	403 99^	247^276^	266^127^				799	316^	531	466	369	226^	82^	26^	120^	96^				
CBS NCAA BSKBL CHAMP-SA-2										2	207	205	A	8.8	26	756	1434	310 142^	337 109^	207 215	188 96^			886	320	578	559	441	235	108^	49^	103^	68^
1	SAT.	2.15P	125	CBS SE		99	99	B	8.8	26	756	1434	310 142	337 109	207 215	188 96				886	320	578	559	441	235	108	49	103	68				
2	SAT.	3.55P	125																														
		2.00 -	2.30					A	7.4	23	636	1313	115^ 63^	286^128^	198^129^	121^ 71^				888	353^	608	562	440	200^	78^	60^	61^	35^				
		2.30 -	3.00					A	7.9	25	679	1230	128^ 84^	237^ 97^	178^160^	140^ 35^				898	324^	601	574	488	199^	51^	35^	44^	29^				
		3.00 -	3.30					A	7.2	23	618	1424	192^ 79^	219^107^	145^145^	102^ 47^				951	344^	618	586	506	244^	115^	25^	139^	76^				
		3.30 -	4.00					A	8.3	25	713	1393	187^ 80^	213^ 95^	134^131^	118^ 55^				940	346^	613	610	453	237^	118^	38^	122^	58^				
		4.00 -	4.30					A	8.5	25	730	1364	331 160^	340 123^	231 232	181^ 89^				865	292	569	558	427	233	72^	29^	87^	51^				
		4.30 -	5.00					A	9.4	27	807	1472	444 170^	444 104^	252^283^	279^145^				816	296^	555	521	405	204^	104^	64^	108^	86^				
		5.00 -	5.30					A	10.2	27	876	1478	360 154^	360 78^	188^217^	220^128^				866	288^	542	551	441	256^	146^	79^	106^	81^				
		5.30 -	6.00					A	11.3	28	971	1593	454 227^	454 129^	255^288	239^145^				873	325	540	522	405	274	150^	64^	116^	87^				
CBS NCAA BSKBL CHAMP-SPEC(S)										205	A	9.4	24	807	1394	285^162^	339 141^	226^187^	154^107^			858	251^	533	495	438	278^	92^	53^	105^	54^		
1	SAT.	4.15P	145	CBS SE		99		A	5.9	17	507	1434	269^196^	300^139^	253^205^	148^ 47^				916	262^	641	627	534	199^	79^	79^	139^	41^				
		4.00 -	4.30					A	9.1	26	782	1276	205^138^	259^152^	235^181^	88^ 24^				838	261^	554	527	420	224^	83^	64^	96^	48^				
		4.30 -	5.00					A	10.1	27	868	1409	292^161^	324 114^	200^182^	169^124^				870	243^	505	465	432	309	75^	39^	140^	84^				
		5.00 -	5.30					A	9.9	25	850	1428	263^159^	373 165^	250^174^	162^123^				860	243^	513	449	429	325	74^	40^	121^	92^				

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN						MEN					TEENS (12-17)	CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																	
CBS NCAA BSKBL CHMP-SPC-1(S)										207	A	9.4	28	807	1392	381	200	381	103	191	209	196	154	905	266	614	585	501	261	77	6	29	22
2 SUN. 1.49P 126 CBS SE										99	A	8.7	26	747	1179	309	181	309	82	176	208	183	83	785	189	492	507	436	245	70	LT	15	LT
1.30 - 2.00										A	9.8	29	842	1350	360	213	360	94	191	222	209	119	882	234	588	582	527	256	72	LT	36	24	
2.00 - 2.30										A	9.6	29	825	1358	364	196	364	117	192	196	166	153	889	269	616	576	486	258	74	LT	31	19	
2.30 - 3.00										A	9.7	28	833	1465	398	203	398	104	189	210	189	171	963	298	659	633	537	270	77	14	27	27	
3.00 - 3.30										A	8.6	26	739	1478	436	204	436	100	190	203	232	214	928	291	631	570	465	271	94	14	20	20	
3.30 - 4.00																																	
CBS NCAA BSKBL CHMP-SPC-2(S)										207	A	11.1	28	953	1579	453	255	471	117	234	273	270	185	992	326	673	583	499	284	107	27	9	LT
2 SUN. 3.55P 130 CBS SE										99	A	9.7	27	833	1538	454	281	479	145	240	272	238	180	972	300	660	563	502	279	87	17	LT	LT
4.00 - 4.30										A	11.1	30	953	1586	480	263	501	147	273	287	264	187	969	324	646	533	471	290	116	34	LT	LT	
4.30 - 5.00										A	11.1	28	953	1618	421	245	438	94	223	265	278	173	1063	373	754	641	524	281	117	25	LT	LT	
5.00 - 5.30										A	12.9	29	1108	1599	443	262	459	96	214	276	297	183	1016	333	690	624	516	285	104	28	20	LT	
5.30 - 6.00																																	
CBS SPORTS SATURDAY										1	A	4.5	15	387	1372	649	370	659	220	390	357	339	232	513	355	428	325	131	85	70	33	130	72
2 SAT. 12.00N 90 CBS SA										95	B	4.5	15	387	1372	649	370	659	220	390	357	339	232	513	355	428	325	131	85	70	33	130	72
12.00 - 12.30										A	3.1	11	266	1549	710	466	710	263	432	340	341	251	548	477	477	337	50	71	68	19	223	109	
12.30 - 1.00										A	4.2	14	361	1230	581	382	581	199	332	299	310	222	479	333	410	269	130	69	34	34	136	81	
1.00 - 1.30										A	6.1	20	524	1408	678	317	699	219	419	413	359	234	529	320	422	360	170	107	97	41	83	50	
CBS SPORTS SUNDAY										7	A	5.4	18	464	1196	578	254	586	166	276	290	314	216	515	164	332	379	260	123	69	69	26	26
2 SUN. 12.00N 90 CBS SA										95	B	7.1	18	610	1389	465	174	499	151	272	277	241	182	730	283	444	431	326	229	77	45	83	56
12.00 - 12.30										A	4.5	16	387	1220	569	220	569	114	178	230	317	295	423	164	282	340	208	83	132	132	96	96	

12.30 - 1.00							A	5.5	19	472	1119	575	210	575	193	229	233	269	232	504	163	306	387	261	117	40	40	LT	LT			
1.00 - 1.30							A	6.1	19	524	1263	592	333	613	180	389	385	355	149	596	163	392	403	305	160	54	54	LT	LT			
DROIDS: ADVENTURES							4	201	202	A	4.3	15	369	1577	288	96	288	127	222	249	161	39	276	121	213	120	101	54	192	135	821	391
SAT.		11.00A	30	ABC	CA		94	94	B	4.4	15	378	1661	290	143	302	177	237	214	107	37	246	111	173	110	85	65	250	147	863	410	
DUNGEONS AND DRAGONS							22	176	153	A	3.6	12	309	2006	518	297	579	252	467	373	249	112	421	249	333	255	114	88	226	51	780	379
SAT.		11.30A	30	CBS	CA		93	75	B	4.3	14	369	1771	389	206	458	239	349	262	159	95	307	170	238	206	106	46	341	100	665	410	
EWOKS							4	202	202	A	4.6	16	395	1701	273	121	283	133	230	245	150	38	372	233	326	168	93	46	177	99	869	501
SAT.		10.30A	30	ABC	CA		95	94	B	4.8	16	412	1765	288	157	303	152	236	220	132	46	282	144	215	139	98	67	222	119	958	529	
FACE THE NATION							25	117	117	A	2.5	8	215	1470	642	186	697	158	222	260	251	372	694	372	484	540	215	154	LT	LT	79	38
SUN.		10.30A	30	CBS	CC		80	81	B	3.0	9	258	1171	573	224	614	153	247	240	247	314	502	146	269	269	232	203	24	LT	31	LT	
GUMMI BEARS							26	199	199	A	5.7	23	490	1733	246	51	260	117	166	166	96	94	206	91	109	101	30	85	240	117	1027	707
SAT.		8.30A	30	NBC	CA		99	99	B	5.0	23	430	1730	186	72	236	113	161	118	91	71	182	76	116	106	68	52	176	78	1136	762	
IN THE NEWS-11.56AM							22	176	153	A	3.9	13	335	2024	476	273	539	245	407	318	196	132	429	269	320	249	77	109	243	53	813	398
SAT.		11.56A	3	CBS	CN		93	75	B	4.1	13	352	1714	389	194	447	243	336	248	142	98	307	168	231	201	105	53	299	90	661	390	
IT'S PUNKY BREWSTER							26	201	201	A	6.8	23	584	1521	344	128	366	187	233	240	163	76	135	67	88	21	30	47	223	104	797	389
SAT.		10.30A	30	NBC	CA		99	99	B	7.5	26	644	1658	307	115	345	221	271	199	101	58	194	125	149	107	51	35	229	136	890	479	
KIDD VIDEO							26	183	180	A	5.9	20	507	1736	249	123	332	176	189	120	123	116	406	266	314	151	106	53	321	61	677	414
SAT.		11.30A	30	NBC	CA		96	96	B	5.9	19	507	1761	338	129	388	226	280	208	111	92	273	181	209	141	74	53	280	171	820	500	
LAFF-A-LYMPICS							4	204	204	A	5.8	20	498	1691	244	115	264	129	217	225	135	39	291	164	235	144	71	56	288	188	848	488
SAT.		10.00A	30	ABC	CA		98	98	B	6.0	20	515	1795	264	145	286	130	216	205	129	59	266	142	190	118	84	76	289	149	954	529	
LITTLES							4	204	204	A	3.9	16	335	1451	213	78	257	138	159	132	93	80	327	133	184	131	87	143	114	50	753	419
SAT.		8.30A	30	ABC	CA		99	99	B	3.8	16	326	1719	283	86	359	177	232	206	110	115	295	129	160	102	91	135	154	88	911	426	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. AUD. %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																			
MEET THE PRESS										9	170	167	A	2.5	8	215	1158	525	167	544	65	92	153	176	373	530	56	79	209	256	321	84	47	LT	LT
SUN. 12.30P 30 NBC CC										96	93	B	3.0	9	258	1283	593	225	650	161	238	247	210	344	532	144	241	268	232	237	42	20	59	LT	
MIAMI GRAND PRIX(S)										176			A	2.5	7	215	1293	482	28	510	125	152	316	218	167	759	358	503	520	308	182	LT	LT	LT	LT
1 SUN. 2.00P 120 NBC SE										94						1212	424	53	477	48	100	222	222	207	735	300	401	424	286	259	LT	LT	LT	LT	
2.00 - 2.30												A	2.2	6	189	1287	439	45	484	62	107	256	256	166	803	421	551	569	310	153	LT	LT	LT	LT	
2.30 - 3.00												A	2.6	7	223	1451	581	LT	600	260	279	450	190	150	851	464	645	655	331	145	LT	LT	LT	LT	
3.00 - 3.30												A	2.5	7	215	1302	516	LT	516	130	130	353	223	163	698	260	432	470	331	196	33	33	55	55	
3.30 - 4.00												A	2.5	7	215																				
MR. T										24	163	165	A	5.0	16	430	2021	407	168	556	297	519	372	234	37	307	170	228	173	121	59	243	33	915	610
SAT. 12.00N 30 NBC CA										88	89	B	4.7	15	404	1730	330	136	386	223	301	233	111	75	234	151	184	125	64	43	230	101	880	524	
MUPPET BABIES & MONSTERS										26	203	204	A	6.5	23	558	1903	370	180	550	316	453	321	202	69	246	105	179	148	74	67	257	69	850	430
SAT. 9.00A 60 CBS CA										98	98	B	6.1	23	524	1860	272	102	323	174	251	195	108	63	184	85	139	119	69	41	245	92	1108	673	
9.00 - 9.30												A	6.5	24	558	1889	338	155	557	344	474	283	178	68	218	91	163	146	72	55	280	74	834	425	
9.30 - 10.00												A	6.5	23	558	1903	397	203	539	288	428	352	224	71	268	114	190	148	76	78	234	63	862	430	
ONE TO GROW ON-8:28AM										26	196	196	A	5.1	24	438	1815	211	LT	236	58	105	105	98	131	178	52	81	84	46	80	244	122	1157	736
SAT. 8.28A 2 NBC CN										98	98	B	4.3	24	369	1630	167	64	220	109	153	100	75	65	189	78	127	127	75	47	157	79	1064	710	
ONE TO GROW ON-8:58AM										26	198	198	A	5.8	23	498	1817	327	88	344	186	237	237	129	107	280	137	153	137	29	114	243	111	950	595
SAT. 8.58A 2 NBC CN										98	98	B	5.4	24	464	1729	212	74	254	119	171	129	104	78	189	87	122	104	60	55	180	73	1106	715	
ONE TO GROW ON-10:28AM										26	201	201	A	6.7	23	576	1601	282	134	299	150	179	221	137	64	125	59	82	23	29	43	260	135	917	520
SAT. 10.28A 2 NBC CN										99	99	B	8.1	28	696	1636	297	120	340	211	265	213	106	57	204	137	163	112	54	27	230	133	862	469	
ONE TO GROW ON-11:28AM										26	197	194	A	6.9	23	593	1683	314	169	374	202	222	186	153	96	402	246	280	148	96	75	281	110	626	363
SAT. 11.28A 2 NBC CN										98	98	B	7.4	24	636	1689	287	105	333	206	252	193	96	69	258	172	203	144	64	42	274	166	824	489	
ONE TO GROW ON-11:58AM										26	182	179	A	5.6	19	481	1674	226	110	309	160	179	120	114	102	367	251	302	152	86	42	339	31	659	366
SAT. 11.58A 2 NBC CN										96	96	B	5.6	18	481	1705	344	129	395	223	283	210	121	97	273	181	208	133	79	56	270	149	767	462	
PAINE WEBBER TENNIS-SAT(S)										188			A	2.1	6	180	1189	611	244	672	383	483	272	229	189	489	116	201	199	295	278	28	LT	LT	LT
2 SAT. 3.30P 101 NBC SE										97			A	2.2	7	189	1164	646	180	768	477	619	323	291	149	349	69	127	127	211	222	47	LT	LT	LT
3.30 - 4.00												A	2.3	7	198	1066	480	182	515	257	338	212	223	177	505	96	222	227	349	268	46	LT	LT	LT	
4.00 - 4.30												A	1.8	5	155	1290	697	374	742	465	542	348	187	200	548	187	187	174	297	348	LT	LT	LT	LT	
4.30 - 5.00												A	2.2	6	189	1333	656	307	656	280	338	111	143	318	677	154	359	370	338	307	LT	LT	LT	LT	
5.00 - 5.30																																			
PAINE WEBBER TENNIS-SUN(S)										180			A	2.1	6	180	1233	328	LT	367	56	216	166	216	151	866	82	661	601	667	205	LT	LT	LT	LT
2 SUN. 1.30P 150 NBC SE										96			A	2.1	6	180	1278	478	LT	505	61	306	245	305	199	773	73	611	538	578	162	LT	LT	LT	LT
1.30 - 2.00												A	2.0	6	172	1308	361	LT	407	46	232	186	262	175	901	110	714	604	697	187	LT	LT	LT	LT	
2.00 - 2.30												A	2.2	7	189	1265	313	LT	350	52	200	163	201	150	915	73	708	635	741	207	LT	LT	LT	LT	
2.30 - 3.00												A	2.3	7	198	1313	339	81	389	66	237	187	227	152	924	36	646	610	731	278	LT	LT	LT	LT	
3.00 - 3.30												A	1.8	5	155	1052	142	LT	206	64	110	46	91	96	820	129	626	612	587	194	LT	LT	LT	LT	
3.30 - 4.00																																			
PINK PANTHER AND SONS										4	201	201	A	3.4	17	292	1384	322	83	322	117	117	126	105	196	415	92	155	111	86	260	65	LT	582	377
SAT. 8.00A 30 ABC CA										98	98	B	3.3	17	283	1569	283	83	321	143	172	182	87	139	316	107	138	86	64	178	73	LT	859	473	
PRO BOWLERS TOUR										11	190	180	A	5.1	15	438	1388	560	208	625	117	252	239	269	361	559	151	240	214	230	293	92	50	112	59
1 SAT. 3.00P 91 ABC SE										95	92	B	5.9	16	507	1413	523	185	578	136	250	245	251	297	651	207	329	325	274	267	87	44	97	60	
2 SAT. 3.00P 90													A	4.4	13	378	1368	509	173	570	106	222	207	243	334	490	114	207	170	238	261	125	63	183	93
3.00 - 3.30																																			
CONT'D																																			

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
												K E Y		AVG. AUD. SHARE % %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY OF HOUSE		WORK- ING WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
																								TOTAL					18- 34					18- 49					25- 54			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																																			
WEEKEND DAYTIME CONT'D																																										
PRO BOWLERS TOUR-CONT'D																																										
3.30 - 4.00																																										
4.00 - 4.30																																										
RICHIE RICH										12		188		172																												
SAT.										11.00A		30		CBS CA		95		81																								
ROCK N WRESTLING										23		203		179																												
SAT.										10.00A		60		CBS CA		99		84																								
10.00 - 10.30																																										
10.30 - 11.00																																										
SMURFS I										26		202		202																												
SAT.										9.00A		30		NBC CA		99		99																								
SMURFS II										26		202		202																												
SAT.										9.30A		30		NBC CA		99		99																								
SMURFS III										26		202		202																												
SAT.										10.00A		30		NBC CA		99		99																								
SNORKS										26		197		197																												
SAT.										8.00A		30		NBC CA		99		99																								
SPIDERMAN AND FRIENDS										22		147		145																												

SAT.	12.30P	30	NBC	CA	79	78	B	4.3	13	369	1758	319	149	411	204	313	246	144	91	214	130	165	131	77	40	258	113	875	520	
SUNDAY MORNING					25	170	171	A	4.7	19	404	1339	695	291^	764	195^	386	416	394	299^	449	113^	226^	263^	266^	181^	LT	LT	121^	40v
SUN.	9.00A	90	CBS	N	95	95	B	5.2	20	447	1322	624	252	689	129	291	322	358	330	506	140	279	288	243	194	24	LT	103	54	
	9.00 - 9.30						A	4.3	19	369	1320	639	282^	734	148^	344^	373	407	324^	497	136^	263^	296^	279^	185^	LT	LT	89v	40v	
	9.30 - 10.00						A	5.0	20	430	1416	712	277^	756	217^	399	409	381	272^	501	123^	261^	305^	309^	196^	16v	16v	143^	49v	
	10.00 - 10.30						A	4.7	18	404	1302	742	321^	817	221^	421	473	403	310^	351	79v	159^	190^	213^	161^	LT	LT	134^	29v	
SUPERPOWERS TEAM					4	192	193	A	4.4	15	378	1569	281^	35v	281^	63v	188^	218^	194^	58v	188^	118^	173^	88v	55v	15v	234^	156^	866	389
SAT.	11.30A	30	ABC	CA	96	96	B	4.5	15	387	1713	331	153	363	206	279	253	113	60	212	92	174	133	105	38	275	146	863	428	
THIS WEEK-DAVID BRINKLEY					22	156	190	A	3.4	11	292	1466	630	178^	657	109v	171^	226^	223^	397^	633	171^	267^	280^	298^	284^	21v	LT	155^	83v
SUN.	11.30A	60	ABC	N	92	98	B	3.9	11	335	1288	516	157	583	109	169	170	208	365	601	128	243	269	282	304	22	LT	82	45	
	11.30 - 12.00						A	3.3	11	283	1668	665	194^	693	152^	197^	265^	219^	386^	686	195^	300^	329^	310^	294^	38v	LT	251^	163^	
	12.00 - 12.30						A	3.4	11	292	1281	606	168^	637	75v	154^	193^	227^	417^	582	147^	233^	233^	285^	277^	LT	LT	62v	LT	
USF&G GOLF CLASSIC-SAT(S)						183		A	2.5	6	215	1326	637^	256v	656^	162v	233v	154v	215v	390^	670^	153v	311v	339^	289v	331^	LT	LT	LT	LT
2 SAT.	5.11P	49	NBC	SE		96		A	2.1	6	180	1278^	595^	234v	595^	183v	273v	163v	178v	322v	683^	166v	367v	388^	305v	295v	LT	LT	LT	LT
	5.00 - 5.30						A	2.8	7	241	1336	648^	262v	677^	149v	212v	146v	228v	420^	659^	144v	281v	315^	283v	344^	LT	LT	LT	LT	
	5.30 - 6.00																													
USF&G GOLF CLASSIC-SUN(S)						187		A	3.3	9	283	1223	357^	89v	418^	130v	134v	48v	89v	281^	710^	81v	331^	353^	374^	351^	95v	LT	LT	LT
2 SUN.	4.00P	108	NBC	SE		97		A	2.6	7	223	1229	278v	50v	350^	94v	94v	22v	67v	256v	781^	103v	475^	484^	481^	274v	98v	LT	LT	LT
	4.00 - 4.30						A	3.2	9	275	1229	353^	55v	411^	116v	116v	58v	84v	295^	734^	61v	360^	392^	404^	342^	84v	LT	LT	LT	LT
	4.30 - 5.00						A	3.6	9	309	1262	362^	120v	404^	139v	139v	35v	81v	265^	754^	52v	349^	372^	430^	382^	104v	LT	LT	LT	LT
	5.00 - 5.30						A	4.1	9	352	1136	449^	117v	497^	177v	190v	86v	115v	295^	537^	131v	131v	140v	142v	380^	102v	LT	LT	LT	LT
	5.30 - 6.00																													
WUZZLES					26	193	198	A	4.7	21	404	1609	279^	158^	318^	129^	156^	172^	43v	146^	157^	32v	83v	83v	92^	74v	217^	102^	917	527
1 SAT.	8.30A	30	CBS	CA	97	98	B	4.3	20	369	1691	236	89	269	144	191	157	69	69	168	49	92	85	73	71	198	83	1056	644	
2 SAT.	8.00A	30																												

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAR. 10, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,430 16.8					20,790 24.2							
	ABC TV					HARDCASTLE & MCCORMICK (R)				ABC MONDAY NIGHT MOVIE BETWEEN TWO WOMEN (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					11,680 13.6	13.1*		14.1*	13,920 16.2	15.6*		16.8*		16.6*	16.0*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 12.9	20*		21*	25 15.4	23*		25*		26*	27*		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					17,700 20.6					17,780 20.7	17,010 19.8	14,770 17.2					
	CBS TV					SCARECROW & MRS. KING (SD)				KATE & ALLIE (R)		NEWHART (SD)	CAGNEY & LACEY					
	AVERAGE AUDIENCE (Households (000) & %)					13,920 16.2	15.7*		16.7*	15,380 17.9		15,200 17.7	11,940 13.9	14.7*		13.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.4	24*		24*	26 17.4		26 18.3	23 17.5	23*		22*		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					19,160 22.3					18,980 22.1	22,680 26.4						
	NBC TV					YOU AGAIN ? (SD)				VALERIE (SD)		NBC MONDAY NIGHT MOVIES DRESS GRAY, PART 2 (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					17,010 19.8		17,090 19.9		16,320 19.0	18.7*		18.5*		19.3*	19.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 19.8		29 19.6	20.2	30 18.9	27*		28*		30*	33*		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					16,580 19.3					16,410 19.1							
	ABC TV					HARDCASTLE & MCCORMICK (SD)				ABC MONDAY NIGHT MOVIE TRIPLECROSS (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					12,200 14.2	13.7*		14.7*	8,850 10.3	11.2*		10.5*		10.0*	9.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 13.6	22*		22*	16 11.6	17*		16*		16*	17*		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					18,730 21.8					18,640 21.7	28,180 32.8						
	CBS TV					KATE & ALLIE (SD)				NEWHART (SD)		IF TOMORROW COMES PART 2 (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					16,580 19.3		16,750 19.5		20,360 23.7	23.5*		23.6*		24.3*	23.2*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 18.5		30 20.2	20.3	38 23.2	36*		36*		39*	40*		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					14,690 17.1					14,860 17.3	20,620 24.0						
	NBC TV					YOU AGAIN ? (SD)				VALERIE (SD)		NBC MONDAY NIGHT MOVIES FIRST BLOOD(R)						
	AVERAGE AUDIENCE (Households (000) & %)					12,540 14.6		13,060 15.2		13,400 15.6	15.2*		16.0*		16.0*	15.2*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.3		23 14.9	15.3	25 14.3	23*		25*		26*	26*		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	61.8	63.2	63.6	65.1	66.1	67.1	67.9	68.8	68.7	67.9	67.3	66.9	64.3	62.7	60.1	57.5
		WK. 2	58.7	59.4	60.2	62.3	62.6	63.9	65.1	66.0	65.3	66.0	65.4	64.5	63.2	62.0	59.9	57.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. MAR. 17, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAR.11, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					21,900 25.5		21,560 25.1		21,220 24.7				15,380 17.9			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS		MOONLIGHTING (SD)				SPENSER: FOR HIRE			
	AVERAGE AUDIENCE (Households (000) & %)					19,500 22.7		19,330 22.5		17,610 20.5		20.0*		21.1*		11,940 13.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 22.0		34 22.2		31 19.8		30* 20.3		32* 21.3		24 14.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,000 12.8				25,250 29.4							
	CBS TV					TRAPPER JOHN, M.D. (SD)				PEOPLE'S CHOICE AWARDS (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					8,500 9.9				14,950 17.4							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 9.0		14* 9.4		16* 11.1				16.8* 17.0		18.5* 18.3	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,380 21.4				15,810 18.4				14,950 17.4			
	NBC TV					A TEAM (SD)				HUNTER				STINGRAY			
	AVERAGE AUDIENCE (Households (000) & %)					14,690 17.1		16.5* 16.5*		12,630 14.7		15.2* 15.2*		14.3* 13.8		11,680 13.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 16.2		25* 16.9		27* 17.8		23* 15.0		22* 13.8		23* 13.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					23,190 27.0		21,130 24.6		18,730 21.8				12,030 14.0			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					20,870 24.3		19,240 22.4		14,430 16.8		16.8* 16.8*		16.8* 11.1		9,530 11.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 23.3		34 22.8		25 17.3		25* 16.2		26* 16.7		18 11.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,460 14.5				23,620 27.5							
	CBS TV					TRAPPER JOHN, M.D. (SD)				IF TOMORROW COMES PART 3 (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					8,850 10.3				17,950 20.9							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 9.6		15* 9.6		33 19.4		30* 20.1*		31* 20.5		35* 21.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,150 18.8				17,950 20.9							
	NBC TV					A TEAM (R)(SD)				HUNTER (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					12,800 14.9		14.2* 14.2*		12,110 14.1		14.0* 14.0*		14.0* 13.8		14.6* 14.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.2		22* 14.2		22 13.8		21* 14.2		21* 14.1		23* 14.8	
TV HOUSEHOLDS USING TV WK. 1		60.3	62.2	62.5	64.0	64.3	65.7	65.8	67.4	67.5	67.4	67.0	65.9	61.5	59.5	56.9	54.7
(See Def. 1) WK. 2		59.4	60.7	61.3	62.9	63.7	65.3	66.2	66.7	66.0	66.7	66.3	65.1	62.8	61.8	60.4	57.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. MAR.18, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAR.12, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,520 20.4										19,670 22.9
	ABC TV							MACGYVER (SD)				DYNASTY (SD)					HOTEL
	AVERAGE AUDIENCE (Households (000) & %)						13,140 15.3					19,410 22.6					16,410 19.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 13.4	13.9* 22 *				22.3* 34 *					23.0* 35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,370 14.4					12,280 14.3					12,630 14.7
	CBS TV						FAST TIMES					TOUGH COOKIES (SUS-SD)					EQUALIZER (R)
	AVERAGE AUDIENCE (Households (000) & %)						10,650 12.4					9,360 10.9					9,710 11.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 12.0	12.9				10.9* 16 *					10.9* 18 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						22,850 26.6					16,490 19.2					15,630 18.2
	NBC TV							HIGHWAY TO HEAVEN (SD)				BLACKIE'S MAGIC (SD)					ST. ELSEWHERE
	AVERAGE AUDIENCE (Households (000) & %)						18,210 21.2					13,490 15.7					12,370 14.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 19.7	20.4* 32 *				16.0* 24 *					14.1* 24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						20,190 23.5					22,160 25.8					18,900 22.0
	ABC TV							MACGYVER (R)(SD)				DYNASTY (SD)					HOTEL
	AVERAGE AUDIENCE (Households (000) & %)						14,600 17.0					18,300 21.3					15,980 18.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 14.5	15.0* 24 *				20.9* 32 *					18.8* 31 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,600 17.0					18,640 21.7					
	CBS TV						FAST TIMES					TOUGH COOKIES (SUS-SD)					CBS WEDNESDAY NIGHT MOVIE ASSASSIN (SD)
	AVERAGE AUDIENCE (Households (000) & %)						12,710 14.8					12,110 14.1					14,8* 25 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 14.4	15.2				13.5* 21 *					14.7* 25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,980 22.1					15,630 18.2					13,830 16.1
	NBC TV							BOB HOPE SPECIAL COMMAND PERFORMANCE IN SWEDEN (SD)				BLACKIE'S MAGIC					ST. ELSEWHERE
	AVERAGE AUDIENCE (Households (000) & %)						14,090 16.4					11,770 13.7					11,000 12.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 16.6	16.7* 26 *				13.7* 21 *					12.9* 21 *
TV HOUSEHOLDS USING TV WK. 1		59.3	59.5	60.1	61.0	62.7	65.9	66.0	66.9	66.3	66.6	66.5	65.6	60.8	58.7	57.9	55.9
(See Def. 1) WK. 2		59.2	60.8	61.3	62.7	63.1	63.9	64.0	64.5	65.1	65.3	65.3	64.5	61.4	59.4	58.5	56.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. MAR.19, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAR.13, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,710 11.3				16,320 19.0				19,070 22.2			
	ABC TV					RIPLEY'S BELIEVE IT-NOT (R)				DYNASTY 11: COLBYS (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)					6,100 7.1	6.8*		7.3*	13,490 15.7	15.1*		16.4*	14,950 17.4	18.1*		16.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					11 7.0	10 *		11 *	24 14.7	23 *		25 *	29 17.7	29 *	17.3	29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,720 18.3				15,550 18.1				18,380 21.4			
	CBS TV					MAGNUM, P.I. (SD)				SIMON & SIMON (SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					12,280 14.3	13.6*		15.0*	12,970 15.1	14.6*		15.7*	15,200 17.7	17.6*		17.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 13.7	20 *		22 *	23 14.5	22 *		24 *	30 17.4	28 *	17.9	31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					32,560 37.9		29,030 33.8		22,420 26.1		19,840 23.1		15,980 18.6			
	NBC TV					BILL COSBY SHOW		FAMILY TIES (R)(SD)		CHEERS		NIGHT COURT		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)					29,890 34.8		26,630 31.0		20,190 23.5		17,870 20.8		12,460 14.5	14.9*		14.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					52 33.4		46 31.7		35 23.7		31 20.9		24 15.3	24 *	14.4	24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,710 11.3				19,670 22.9				21,300 24.8			
	ABC TV					RIPLEY'S BELIEVE IT-NOT (R)				DYNASTY 11: COLBYS (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)					6,530 7.6	6.7*		8.5*	16,320 19.0	18.3*		19.8*	15,890 18.5	19.0*		18.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					11 6.8	10 *		13 *	28 17.7	27 *		30 *	31 19.4	31 *	18.4	31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,770 17.2				18,900 22.0							
	CBS TV					MAGNUM, P.I. (SD)				CBS NCAA BSKBL CHMP TH 1 GEORGIA TECH VS LSU NORTH CAROLINA VS LOUISVILLE (9:00-11:00PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					10,820 12.6	11.9*		13.3*	9,360 10.9	9.9*		11.0*		11.2*		11.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 12.0	18 *		20 *	17 10.3	15 *		17 *		18 *	11.6	19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					34,190 39.8		29,890 34.8		25,080 29.2		21,390 24.9		19,840 23.1			
	NBC TV					BILL COSBY SHOW		FAMILY TIES (R)(SD)		CHEERS		ALL IS FORGIVEN SPECIAL (SD)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)					31,440 36.6		27,660 32.2		22,510 26.2		19,240 22.4		16,150 18.8	19.2*		18.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					54 35.4		47 32.5		39 26.2		34 23.3		31 18.9	31 *	19.0	31 *
TV HOUSEHOLDS USING TV		WK. 1	57.7	60.2	61.6	63.5	66.0	67.6	67.7	67.2	66.5	66.7	66.4	66.0	62.6	61.3	59.1
(See Def. 1)		WK. 2	58.8	60.2	61.3	63.0	66.6	68.3	67.6	68.1	67.6	68.0	67.1	65.7	62.3	61.1	59.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. MAR.20, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAR.14, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,830 16.1		12,030 14.0		9,450 11.0		7,990 9.3		7,130 8.3				
	ABC TV					WEBSTER (R)		REDD FOXX SHOW SPEC. (SD)		DIFF'RENT STROKES (R)		HE'S THE MAYOR (SD)				FALL GUY (R)		
	AVERAGE AUDIENCE (Households (000) & %)					12,030 14.0		10,390 12.1		8,420 9.8		6,960 8.1		4,900 5.7		5.8*	5.5*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					23 13.5	14.5	19 12.3	11.8	15 9.6	10.0	13 8.3	7.9	10 6.2		10 *	9 *	5.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					19,330 22.5				20,530 23.9				16,920 19.7				
	CBS TV							KRAFT SALUTE:D.COPPERFLD (SUS-SD)				DALLAS (SD)				FALCON CREST		
	AVERAGE AUDIENCE (Households (000) & %)					13,570 15.8	14.8*		16.7*	17,180 20.0	19.6*		20.4*	14,170 16.5	16.8*		16.3*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					26 14.3	25 *		27 *	31 19.5	31 *		32 *	28 16.8	28 *		28 *	28 *
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,860 17.3				16,660 19.4				22,680 26.4				
	NBC TV							RIPTIDE (SD)				KNIGHT RIDER (SD)				MIAMI VICE		
	AVERAGE AUDIENCE (Households (000) & %)					11,080 12.9	11.9*		13.9*	12,890 15.0	14.1*		15.9*	18,380 21.4	21.1*		21.7*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					21 11.5	20 *		22 *	23 13.7	22 *		25 *	36 20.6	35 *		37 *	21.3
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,770 17.2		14,260 16.6		12,710 14.8		10,570 12.3		10,390 12.1				
	ABC TV					WEBSTER (R)		MR. BELVEDERE (SD)		DIFF'RENT STROKES (R)		HE'S THE MAYOR (SD)				FALL GUY		
	AVERAGE AUDIENCE (Households (000) & %)					12,630 14.7		12,800 14.9		11,250 13.1		9,110 10.6		7,470 8.7		8.8*	8.5*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					25 13.8	15.5	24 15.0	14.9	21 13.1	13.0	17 11.1	10.2	16 8.8	15 *		16 *	8.6
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,000 16.3				20,960 24.4				20,700 24.1				
	CBS TV							TWILIGHT ZONE (SD)				DALLAS (SUS-SD)				CBS NCAA BSKBL CHMP FR 1 DUKE VS DEPAUL KANSAS VS MICHIGAN (10:00-12:21AM) (-OP)		
	AVERAGE AUDIENCE (Households (000) & %)					9,450 11.0	10.9*		11.0*	16,920 19.7	18.7*		20.6*	9,110 10.6	12.3*		11.0*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					19 10.9	19 *		18 *	33 18.2	31 *		34 *	20 13.1	21 *		19 *	10.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,860 17.3				14,690 17.1				22,080 25.7				
	NBC TV							RIPTIDE (SD)				KNIGHT RIDER				MIAMI VICE (R)		
	AVERAGE AUDIENCE (Households (000) & %)					11,000 12.8	12.8*		12.8*	11,000 12.8	11.9*		13.8*	16,750 19.5	19.6*		19.3*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					21 13.1	22 *		21 *	20 11.8	19 *		22 *	35 19.3	34 *		36 *	19.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.1	56.2	56.5	57.6	58.9	60.9	62.4	63.0	63.3	64.4	64.0	64.1	61.2	60.8	59.6	57.3
		WK. 2	53.7	55.0	56.2	57.8	58.7	59.7	60.6	62.1	63.0	63.2	62.6	61.6	58.6	56.4	54.5	53.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.FRI. MAR.21, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.15, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					9,880 11.5		9,020 10.5		10,740 12.5				11,940 13.9			
	ABC TV					REDD FOX SHOW		BENSON (SD)				FORTUNE DANE (SD)				LOVE BOAT	
	AVERAGE AUDIENCE (Households (000) & %)					8,500 9.9		7,560 8.8		7,470 8.7	8.2*		9.2*	8,850 10.3	10.0*		10.5*
	SHARE OF AUDIENCE %					17		15		15	14 *		16 *	18	18 *		19 *
	AVG. AUD. BY ¼ HR.					9.6	10.2	8.6	9.1	8.2	8.3	9.3	9.1	9.8	10.2	10.3	10.7
	TOTAL AUDIENCE (Households (000) & %)					14,950 17.4				20,700 24.1							
	CBS TV							AIRWOLF (SD)						CBS SATURDAY NIGHT MOVIE ANY WHICH WAY YOU CAN(R) (9:00-11:31PM)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)					10,910 12.7	12.4*		13.0*	9,530 11.1	9.3*		10.1*		11.2*		11.8*
	SHARE OF AUDIENCE %					22	22 *		22 *	20	16 *		17 *		20 *		21 *
	AVG. AUD. BY ¼ HR.					11.9	13.0	13.2	12.9	9.3	9.3	9.9	10.4	11.2	11.2	11.4	12.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					13,920 16.2		16,060 18.7		21,220 24.7		18,900 22.0		17,010 19.8			
	NBC TV					GIMME A BREAK (R)		FACTS OF LIFE (R)(SD)		GOLDEN GIRLS (R)			227 (R)		REMINGTON STEELE		
	AVERAGE AUDIENCE (Households (000) & %)					11,850 13.8		14,090 16.4		19,590 22.8		16,410 19.1		13,310 15.5	15.6*		15.4*
	SHARE OF AUDIENCE %					24		28		39		33		28	27 *		28 *
	AVG. AUD. BY ¼ HR.					13.0	14.6	15.7	17.1	22.2	23.3	19.4	18.8	15.7	15.5	15.4	15.4
	TOTAL AUDIENCE (Households (000) & %)					10,740 12.5		10,310 12.0		12,460 14.5				12,970 15.1			
	ABC TV					REDD FOX SHOW		BENSON (SD)				FORTUNE DANE (SD)				LOVE BOAT	
	AVERAGE AUDIENCE (Households (000) & %)					8,760 10.2		8,850 10.3		9,110 10.6	10.0*		11.1*	9,880 11.5	10.8*		12.2*
	SHARE OF AUDIENCE %					18		18		18	17 *		19 *	21	20 *		23 *
	AVG. AUD. BY ¼ HR.					9.7	10.7	10.1	10.6	10.1	9.9	11.1	11.2	10.5	11.1	12.0	12.4
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					14,350 16.7				15,550 18.1							
	CBS TV							AIRWOLF (SD)						CBS SATURDAY NIGHT MOVIE PRIVATE BENJAMIN(R) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					10,310 12.0	11.3*		12.6*	9,020 10.5	8.8*		10.9*		11.6*		10.6*
	SHARE OF AUDIENCE %					21	20 *		22 *	19	15 *		19 *		21 *		20 *
	AVG. AUD. BY ¼ HR.					11.0	11.5	12.7	12.6	8.7	9.0	10.7	11.1	11.9	11.3	10.8	10.3
	TOTAL AUDIENCE (Households (000) & %)					16,840 19.6				19,590 22.8		16,410 19.1		15,290 17.8			
	NBC TV							NELL CARTER SPCL NEVER TOO OLD TO DREAM (SD)		GOLDEN GIRLS (R)			227 (R)(SD)		REMINGTON STEELE		
	AVERAGE AUDIENCE (Households (000) & %)					11,510 13.4	12.9*		13.9*	18,040 21.0		14,690 17.1		12,110 14.1	14.1*		14.1*
	SHARE OF AUDIENCE %					24	23 *		24 *	36		30		26	26 *		27 *
	AVG. AUD. BY ¼ HR.					13.0	12.8	13.7	14.2	20.6	21.5	17.6	16.6	14.1	14.2	14.4	13.8
TV HOUSEHOLDS USING TV		WK. 1	51.6	53.5	54.1	55.6	56.6	58.2	58.5	59.1	59.1	59.1	58.0	57.3	56.9	55.9	55.1
(See Def. 1)		WK. 2	48.8	50.5	52.4	54.5	55.2	55.7	56.6	57.3	58.2	59.1	56.8	55.8	54.6	54.1	52.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. MAR.22, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.15, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,090 3.6													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			3,010 3.5													
	SHARE OF AUDIENCE %			8													
	AVG. AUD. BY ¼ HR.			3.5													
2	TOTAL AUDIENCE (Households (000) & %)			9,790 11.4													
	CBS TV			CBS SATURDAY NIGHT MOVIE ANY WHICH WAY YOU CAN(R) (9:00-11:31PM)													
	AVERAGE AUDIENCE (Households (000) & %)			13.0*													
	SHARE OF AUDIENCE %			26 *													
	AVG. AUD. BY ¼ HR.			13.9	12.1	10.6											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,260 3.8													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			3,180 3.7													
	SHARE OF AUDIENCE %			10													
	AVG. AUD. BY ¼ HR.			3.7													
2	TOTAL AUDIENCE (Households (000) & %)			9,960 11.6													
	CBS TV			CBS SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			5,150 6.0													
	SHARE OF AUDIENCE %			18	7.0*			5.8*						4.9*			
	AVG. AUD. BY ¼ HR.			7.4	18 *			18 *						19 *			
2	TOTAL AUDIENCE (Households (000) & %)			5,150 6.0				5.8*						4.9*			
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			3,180 3.7													
	SHARE OF AUDIENCE %			10													
	AVG. AUD. BY ¼ HR.			3.7													
2	TOTAL AUDIENCE (Households (000) & %)			9,960 11.6													
	CBS TV			CBS SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			5,150 6.0													
	SHARE OF AUDIENCE %			19	7.2*			5.8*						4.7*			
	AVG. AUD. BY ¼ HR.			7.9	20 *			19 *						19 *			
TV HOUSEHOLDS USING TV WK. 1		52.2	47.8	41.8	38.0	33.2	29.7	26.1	24.6	21.8	20.0	18.4	15.9	13.7	12.3	10.9	9.8
(See Def. 1) WK. 2		47.5	44.0	38.5	35.0	32.3	29.2	25.2	23.3	20.8	17.9	16.0	14.6	13.3	12.1	11.3	10.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. MAR.22, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.16, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 17,950 20.9						{ 21,560 25.1																								
	ABC TV		DISNEY SUNDAY MOVIE WINNIE THE POOH AND FRIENDS		(1) (SUS) (-OP)				ABC SUNDAY NIGHT MOVIE		JAWS II(R) (8:33-11:03PM) (SD)(OP)																						
	AVERAGE AUDIENCE (Households (000) & %)		{ 12,630 14.7		13.7*		15.7*		{ 11,600 13.5		10.9*		13.2*		13.9*																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 23 12.9		22 *		24 *		{ 20 10.1		16 *		19 *		20 *																		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 26,110 30.4						{ 31,270 36.4																								
	CBS TV		60 MINUTES		REAGAN ADDRESS-CBS (8:00-8:22PM) (SUS)(SUS-SD)(-OP)				IF TOMORROW COMES PART 1 (8:31-11:31PM) (SD)(OP)																								
	AVERAGE AUDIENCE (Households (000) & %)		{ 19,330 22.5		21.7*		23.2*		{ 18,730 21.8		19.5*		20.8*		21.9*																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 36 20.9		35 *		36 *		{ 34 19.3		29 *		30 *		32 *																		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{ 9,450 11.0		10,390 12.1				{ 23,710 27.6						{ 9,960 11.6																		
	NBC TV		AMAZING STORIES SPECIAL (R)		SILVER SPOONS		REAGAN ADDRESS-NBC (8:00-8:22PM)(SUS) (SUS-SD)(-OP)		NBC SUNDAY NIGHT MOVIE FAMILY TIES VACATION(R) (8:32-10:32PM) (SD)(OP)(-OP)						ALFRED HITCHCOCK SPECIAL (10:32-11:02PM) (OP)																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,820 9.1		8,760 10.2				{ 15,120 17.6		16.9*		18.7*		17.8*																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 15 8.7		16 9.4		10.9		{ 26 16.0		25 *		27 *		26 *																		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{ 13,660 15.9				{ 24,400 28.4																										
	ABC TV		DISNEY SUNDAY MOVIE DISNEY GOES TO THE OSCARS						ABC SUNDAY NIGHT MOVIE		FIREFOX(R) (8:00-10:55PM)(SD)																						
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,930 10.4		9.7*		14,090 16.4		15.1*		16.1*		16.6*		17.0*																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 17 9.4		17 *		18 *		23 *		25 *		25 *		26 *																		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{ 27,490 32.0				{ 32,130 37.4																										
	CBS TV		60 MINUTES						SPECIAL MOVIE PRESENT-SUN. DALLAS: THE EARLY YEARS (SD)																								
	AVERAGE AUDIENCE (Households (000) & %)		{ 20,620 24.0		22.7*		25.4*		18,300 21.3		22.0*		22.2*		21.8*																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 40 21.7		39 *		41 *		33 21.9		34 *		34 *		33 *																		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{ 9,710 11.3		10,650 12.4		{ 13,230 15.4		12,970 15.1		{ 22,080 25.7																						
	NBC TV		PUNKY BREWSTER (R)		SILVER SPOONS (R)		AMAZING STORIES (R)		ALFRED HITCHCOCK PRESENTS (SD)		NBC SUNDAY NIGHT MOVIE MIAMI VICE (R)																						
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,250 9.6		9,110 10.6		11,420 13.3		11,340 13.2		13,490 15.7		14.7*		16.1*																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 17 8.9		17 10.4		20 13.2		20 13.0		25 14.4		22 *		25 *																		
TV HOUSEHOLDS USING TV (See Def. 1)																		WK. 1	59.7	62.3	64.1	65.6	65.8	66.3	66.8	68.5	68.6	68.8	68.0	66.9	61.0	59.1	
																		WK. 2	56.3	59.0	60.5	62.8	64.8	65.5	65.6	65.8	66.3	66.5	66.0	64.8	63.0	61.3	55.3

U.S. TV Households: 85,900,000

(1) REAGAN'S ADDRESS/DEM RESP, ABC, (8:00-8:33PM)

For explanation of symbols, See page A.

EVE.SUN. MAR.23, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.16, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W	TOTAL AUDIENCE (Households (000) & %)	{				2,490 2.9												
	ABC TV	{	(1)			ABC WEEKEND REPORT-SUN. (11:33-11:48PM)												
	AVERAGE AUDIENCE (Households (000) & %)	{				2,410 2.8												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%				11 2.9	2.4											
E	TOTAL AUDIENCE (Households (000) & %)	{				4,210 4.9												
	CBS TV	{				IF TOMORROW COMES PART 1 (8:31-11:31PM) (-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{				4,040 4.7												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%				12 4.8	3.5											
K	TOTAL AUDIENCE (Households (000) & %)	{				1,290 1.5												
	NBC TV	{	(2)			G MICHAELS SPORTS MACHINE (11:32-11:47PM)												
	AVERAGE AUDIENCE (Households (000) & %)	{				1,290 1.5												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%				5 1.5	1.6											
1	TOTAL AUDIENCE (Households (000) & %)	{				3,010 3.5												
	ABC TV	{				ABC WEEKEND REPORT-SUN.												
	AVERAGE AUDIENCE (Households (000) & %)	{				2,750 3.2												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%				14 3.2												
W	TOTAL AUDIENCE (Households (000) & %)	{				4,380 5.1												
	CBS TV	{				CBS SUNDAY NEWS-OSGOOD												
	AVERAGE AUDIENCE (Households (000) & %)	{				4,040 4.7												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%				10 4.7												
E	TOTAL AUDIENCE (Households (000) & %)	{				1,370 1.6												
	NBC TV	{				G MICHAELS SPORTS MACHINE												
	AVERAGE AUDIENCE (Households (000) & %)	{				1,370 1.6												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%				6 1.6												
K	TOTAL AUDIENCE (Households (000) & %)	{																
		{																
		{																
		{																
2	TOTAL AUDIENCE (Households (000) & %)	{																
		{																
		{																
		{																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.4	47.9	37.4	31.9	25.7	22.8	19.8	17.6	15.7	14.2	13.0	11.4	10.1	9.3	8.3	7.5
		WK. 2	46.0	39.9	32.0	27.4	23.9	21.6	18.6	16.8	14.3	12.8	10.8	9.8	9.1	8.1	7.3	6.5

U.S. TV Households: 85,900,000

(1) ABC SUNDAY NIGHT MOVIE, JAWS II (R), ABC, (8:33-11:03PM)

A-19 (2) ALFRED HITCHCOCK SPECIAL, NBC, (10:32-11:02PM) (S)

For explanation of symbols, See page A.

EVE.SUN. MAR.23, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.10-14, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)				5,840 6.8				5,670 6.6									
	ABC TV				← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				4,550 5.3				4,640 5.4									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				23 5.3	5.2			22 5.4	5.4								
W E K 2	TOTAL AUDIENCE (Households (000) & %)				3,180 3.7				3,520 4.1						5,150 6.0		4,640 5.4	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)				2,490 2.9				2,750 3.2						4,300 5.0		3,950 4.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				13 3.0	2.9			13 3.1	3.4					20 4.8	5.3	19 4.6	4.6
W E K 3	TOTAL AUDIENCE (Households (000) & %)				6,440 7.5				6,270 7.3						4,810 5.6		4,720 5.5	
	NBC TV				← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)				← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)						FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				5,150 6.0				5,330 6.2						3,950 4.6		4,040 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				26 6.0	6.0			26 6.2	6.2					18 4.6	4.7	19 4.6	4.9
W E K 4	TOTAL AUDIENCE (Households (000) & %)				5,930 6.9				6,270 7.3									
	ABC TV				← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				4,640 5.4				5,070 5.9									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				23 5.2	5.6			24 5.9	5.8								
W E K 5	TOTAL AUDIENCE (Households (000) & %)				3,180 3.7				3,780 4.4						5,150 6.0		4,470 5.2	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)				2,580 3.0				2,920 3.4						4,380 5.1		3,870 4.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				13 3.0	3.1			14 3.3	3.5					20 4.9	5.3	18 4.3	4.6
W E K 6	TOTAL AUDIENCE (Households (000) & %)				5,760 6.7				5,760 6.7						4,640 5.4		4,640 5.4	
	NBC TV				← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)				← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)						FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				4,640 5.4				4,720 5.5						3,780 4.4		4,040 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				23 5.5	5.3			23 5.6	5.4					18 4.2	4.7	19 4.7	4.8
TV HOUSEHOLDS USING TV WK. 1			15.7	18.2	19.9	21.3	22.4	23.1	23.4	23.7	24.1	24.7	24.6	24.8	24.8	24.6	24.4	24.5
(See Def. 1) WK. 2			15.9	17.9	19.7	21.0	22.1	23.5	23.8	24.2	24.3	24.9	24.8	24.8	24.5	24.5	23.9	24.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.17-21, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.10-14, 1986

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	1,980 2.3		2,410 2.8		3,180 3.7		4,040 4.7		9,620 11.2				9,110 10.6			
	ABC TV		B. FORSYTH'S HOT STREAK		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	1,550 1.8		2,060 2.4		2,580 3.0		3,610 4.2		7,300 8.5				6,960 8.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		7 1.8		9 2.4		10 2.8		14 4.0		26 7.7		8.0* 25 *		27 7.8		26* 7.8	8.3* 28 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,790 7.9		8,590 10.0				10,140 11.8				7,820 9.1				4,980 5.8	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,930 6.9		7,390 8.6				7,730 9.0		6,180 7.2				4,470 5.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		27 6.6		33 8.4				30 8.7		23 7.2		22* 7.1		18 5.2		18 5.2	5.2
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,220 8.4		5,670 6.6		4,210 4.9		3,090 3.6		8,330 9.7				5,760 6.7			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,180 7.2		4,980 5.8		3,690 4.3		2,660 3.1		6,700 7.8				4,470 5.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 6.9		22 5.7		15 4.2		10 3.0		24 7.5		24* 7.8		17 5.3		17* 5.1	18* 5.2
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{	1,980 2.3		2,490 2.9		2,750 3.2		3,690 4.3		8,500 9.9				8,680 10.1			
	ABC TV		B. FORSYTH'S HOT STREAK		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	1,550 1.8		2,150 2.5		2,320 2.7		3,180 3.7		6,530 7.6				6,870 8.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		7 1.9		10 2.5		10 2.6		13 3.5		24 6.9		7.1* 22 *		27 7.5		25* 7.8	28* 8.4
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{	7,130 8.3		8,680 10.1				10,310 12.0				7,560 8.8				4,810 5.6	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,100 7.1		7,650 8.9				8,070 9.4		6,100 7.1				4,300 5.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 6.7		35 8.6				32 9.1		23 7.2		23* 6.9		17 5.0		17 5.0	5.0
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{	7,130 8.3		5,410 6.3		3,870 4.5		2,830 3.3		8,160 9.5				5,840 6.8			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,100 7.1		4,720 5.5		3,350 3.9		2,490 2.9		6,700 7.8				4,470 5.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 6.9		21 5.4		14 3.8		10 2.8		25 7.3		24* 7.8		17 5.4		18* 5.2	17* 5.0
TV HOUSEHOLDS USING TV		WK. 1	24.7	25.5	26.1	27.3	29.4	30.4	30.2	30.8	31.7	32.4	32.2	31.8	30.3	30.2	29.6	30.8
(See Def. 1)		WK. 2	24.4	25.2	25.3	25.9	28.1	29.1	29.6	30.3	31.4	32.1	31.3	31.2	30.2	30.5	29.8	30.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.17-21, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.10-14, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,650 12.4															12,030 14.0
	ABC TV		GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	8,330 9.7															10,310 12.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 9.4	9.5* 9.7			9.9 10.0											21 11.9 12.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,130 8.3						1,890 2.2									12,800 14.9
	CBS TV		GUIDING LIGHT (SD)(SUS-SD) PRESS YOUR LUCK															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670 6.6						1,550 1.8									11,250 13.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 6.5	21* 6.5			6.7 6.6		5 1.7	1.9								23 12.9 13.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.8															12,200 14.2
	NBC TV		SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	3,950 4.6															10,650 12.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 4.3	14* 4.3			4.7 4.9											22 12.3 12.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	10,050 11.7															11,170 13.0
	ABC TV		GENERAL HOSPITAL (S)(OP)															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	7,820 9.1															9,710 11.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28 8.8	29* 9.1			9.3* 9.4	28* 9.2										20 11.3 11.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	7,130 8.3						1,980 2.3									12,200 14.2
	CBS TV		GUIDING LIGHT (SD)(SUS-SD) PRESS YOUR LUCK (S)(OP)															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,840 6.8						1,720 2.0									10,570 12.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 6.6	21* 6.8			6.8* 6.8	21* 6.7	6 1.9	2.0								22 12.1 12.5
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.8															11,940 13.9
	NBC TV		SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	3,950 4.6															10,480 12.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 4.4	14* 4.4			4.8* 4.7	15* 4.9										22 12.1 12.4
TV HOUSEHOLDS USING TV		WK. 1	31.7	33.1	33.8	35.0	35.0	36.8	38.3	40.0	41.6	43.9	46.0	48.3	51.9	54.1	55.4	57.5
(See Def. 1)		WK. 2	31.0	32.1	33.1	34.1	33.8	35.7	36.8	38.4	40.2	42.8	44.7	46.9	50.5	52.9	54.5	56.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.17-21, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 15, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					3,520 4.1		3,690 4.3		5,500 6.4		6,790 7.9		6,100 7.1		4,210 4.9		
	ABC TV					PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS		
	AVERAGE AUDIENCE (Households (000) & %)					2,660 3.1		3,260 3.8		4,300 5.0		5,150 6.0		4,900 5.7		3,520 4.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 2.7	3.5	15 3.7	3.9	19 4.7	5.3	21 5.9	6.2	20 5.9	5.5	14 4.0	4.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					3,870 4.5		5,150 6.0		8,250 9.6				7,470 8.7				
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS			ROCK N WRESTLING					
	AVERAGE AUDIENCE (Households (000) & %)					3,090 3.6		4,550 5.3		5,760 6.7	6.6*		6.8*	4,470 5.2		4.9*	5.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 3.4	3.9	21 4.9	5.6	24 6.6	25 *	24 *	24 *	18 5.0	17 *	4.9	19 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					4,810 5.6		5,410 6.3		6,530 7.6		7,040 8.2		8,070 9.4		7,130 8.3		
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER		
	AVERAGE AUDIENCE (Households (000) & %)					3,870 4.5		4,640 5.4		5,500 6.4		6,180 7.2		6,790 7.9		6,180 7.2		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 4.1	5.0	22 5.2	5.5	24 6.1	6.7	25 7.2	7.1	27 7.9	7.8	25 7.1	7.3	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					3,870 4.5		3,610 4.2		6,010 7.0		6,530 7.6		6,440 7.5		5,330 6.2		
	ABC TV					PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS		
	AVERAGE AUDIENCE (Households (000) & %)					3,090 3.6		3,350 3.9		4,900 5.7		5,410 6.3		4,980 5.8		4,380 5.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 3.3	3.8	16 3.8	3.9	21 5.4	6.0	22 6.3	6.3	20 5.9	5.7	18 5.0	5.2	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					4,300 5.0		5,330 6.2		7,560 8.8				6,440 7.5				
	CBS TV					WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS			ROCK N WRESTLING					
	AVERAGE AUDIENCE (Households (000) & %)					3,440 4.0		4,470 5.2		5,410 6.3	6.4*		6.2*	4,040 4.7		4.7*	4.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 3.6	4.4	21 5.2	5.3	23 6.3	24 *	22 *	22 *	16 4.9	16 *	4.5	16 *	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					4,120 4.8		6,360 7.4		5,930 6.9		6,100 7.1		6,790 7.9		6,360 7.4		
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER		
	AVERAGE AUDIENCE (Households (000) & %)					3,350 3.9		5,070 5.9		5,070 5.9		5,410 6.3		5,840 6.8		5,500 6.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 3.6	4.2	24 5.4	6.4	22 5.8	5.9	22 6.2	6.4	24 7.1	6.5	22 6.3	6.5	
TV HOUSEHOLDS USING TV		WK. 1	10.4	12.4	14.9	18.1	20.3	23.0	25.4	26.2	26.7	27.6	28.6	29.2	29.5	29.4	28.8	29.5
(See Def. 1)		WK. 2	11.2	13.5	15.0	17.5	20.2	22.1	24.5	25.5	27.3	27.9	28.6	29.2	28.8	28.4	28.5	29.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. MAR. 22, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 15, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,210 4.9		4,380 5.1		5,070 5.9		4,120 4.8									
	ABC TV		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		ABC WEEKEND SPECIALS THE SECRET WORLD OF OG, PART 1		← AMERICAN BANDSTAND →									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,520 4.1		3,610 4.2		4,120 4.8		2,410 2.8		2.6*		3.0*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	14 4.3	4.0	14 4.2	4.3	15 4.6	5.0	9 2.6	8 *		10 *	2.9					
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,070 5.9		4,380 5.1		12,970 15.1									12,890 15.0		
	CBS TV		RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		← CBS NCAA BSKBL CHAMP-SA-1 GEORGETOWN VS MICHIGAN NORTH CAROLINA VS ALABAMA-BIRMINGHAM MULTI-SEGMENT TELECAST								← CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,040 4.7		3,610 4.2		6,270 7.3	6.0*		6.3*		7.4*	8.4*	7.3*		6,790 7.9	7.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	16 4.6	4.7	14 3.8	4.5	22 6.3	18 *	5.8	20 *	6.4	23 *	24 *	21 *	7.3	24 7.4	25 * 8.0	
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,390 8.6		6,360 7.4		5,670 6.6		4,810 5.6									
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS									
	AVERAGE AUDIENCE (Households (000) & %)	{	6,100 7.1		5,150 6.0		4,550 5.3		3,950 4.6									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	24 7.0	7.2	19 6.1	5.9	17 5.2	5.4	15 4.4	4.7								
W E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,380 5.1		4,900 5.7		4,470 5.2		5,240 6.1									
	ABC TV		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		ABC WEEKEND SPECIALS THE SECRET WORLD OF OG, PART 2		← AMERICAN BANDSTAND →									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,780 4.4		3,870 4.5		3,780 4.4		2,920 3.4		3.1*		3.6*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	15 4.7	4.1	16 4.7	4.4	15 4.3	4.5	11 2.9	10 *	3.2	12 *	3.6					
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{	3,520 4.1		3,260 3.8		8,930 10.4						6,700 7.8	13,140 15.3				
	CBS TV		RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		← CBS SPORTS SATURDAY						(1) (-OP)	← CBS NCAA BSKBL CHAMP-SA-1 AUBURN VS LOUISVILLE (1:49-3:55PM)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	3,010 3.5		2,580 3.0		3,870 4.5	3.1*		4.2*		6.1*	5,840 6.8	7,220 8.4		7.8*	8.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	12 3.4	3.6	11 3.0	3.0	15 3.1	11 *	3.2	14 *	4.7	20 *	23 6.7	26 7.2	7.6	25 * 8.1	26 * 8.5	
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{	6,960 8.1		5,930 6.9		4,720 5.5		4,720 5.5									
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,840 6.8		4,980 5.8		3,950 4.6		3,780 4.4									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	23 6.8	6.8	20 5.9	5.8	15 4.4	4.7	15 4.5	4.3								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2	30.5 28.9	30.9 29.4	30.7 28.8	31.4 29.6	30.9 30.0	31.4 30.0	31.4 29.6	30.7 30.4	31.0 30.5	31.3 30.5	31.5 30.0	32.3 30.8	32.1 31.0	32.2 31.5	31.9 31.5	32.2 32.2

U.S. TV Households: 85,900,000

(1) CBS NCAA BSKBL CHAMP PRE, CBS, (1:30-1:49PM)(S)

For explanation of symbols, See page A.

DAY SAT. MAR. 22, 1986

		TIME																	
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,820 9.1						{ 9,110 10.6						{ 7,820 9.1					
	ABC TV	PRO BOWLERS TOUR (3:00-4:31PM)(-OP) ABC WIDE WORLD-SPORTS SAT (4:31-6:00PM)(OP) ABC WRD NEWS TONIGHT-SAT																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,720 5.5						{ 3,950 4.6									{ 6,360 7.4		
	SHARE OF AUDIENCE %	16	4.9*			5.4*		17*	12	4.8*		11*		4.5*	11*		15	6.9	7.8
WEEK 2	AVG. AUD. BY ¼ HR.	4.7	5.2	5.3	5.6	6.1	6.4	5.2	4.4	4.3	4.5	4.5	4.6						
	TOTAL AUDIENCE (Households (000) & %)	{						{ 16,320 19.0						{ 6,700 7.8					
	CBS TV	CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP) CBS NCAA BSKBL CHAMP-SPEC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)(-OP) CBS SAT. NEWS-SCHIEFFER (6:40-7:00PM) (OP)																	
	AVERAGE AUDIENCE (Households (000) & %)	{						{ 8,070 9.4									{ 6,010 7.0		
WEEK 3	SHARE OF AUDIENCE %		7.2*			8.3*		23*		9.1*		10.1*		9.9*		10.3*	14	7.1	
	AVG. AUD. BY ¼ HR.	7.4	7.2	7.8	8.8	8.6	5.9	8.9	9.3	9.7	10.4	9.8	10.0	10.0	10.7	6.4			
	TOTAL AUDIENCE (Households (000) & %)	{						{ 6,610 7.7						{ 9,110 10.6					
	NBC TV	BAY HILL GOLF CLASSIC-SAT NBC NIGHTLY NEWS-SAT.																	
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)							{ 2,410 2.8									{ 7,390 8.6		
	SHARE OF AUDIENCE %							8	2.9*		2.4*		3.0*				17	9.0	
	AVG. AUD. BY ¼ HR.							3.4	2.5	2.4	2.6	3.3				8.3			
	WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,960 8.1						{ 11,170 13.0						{ 8,850 10.3				
ABC TV		PRO BOWLERS TOUR ABC WIDE WORLD-SPORTS SAT ABC WRD NEWS TONIGHT-SAT																	
AVERAGE AUDIENCE (Households (000) & %)		{ 3,950 4.6						{ 5,930 6.9									{ 7,650 8.9		
SHARE OF AUDIENCE %		14	3.8*			4.8*		15*		6.9*		7.6*		6.2*			19	9.1	
WEEK 6	AVG. AUD. BY ¼ HR.	3.6	3.9	4.3	5.3	5.0	5.4	6.5	7.3	7.9	7.2	6.0	6.5			8.7			
	TOTAL AUDIENCE (Households (000) & %)	{		{ 15,290 17.8				{						{ 8,330 9.7					
	CBS TV	CBS NCAA BSKBL CHAMP-SA-1 AUBURN VS LOUISVILLE (1:49-3:55PM)(-OP) CBS NCAA BSKBL CHAMP-SA-2 LSU VS KENTUCKY (3:55-6:00PM)(OP) CBS SAT. NEWS-SCHIEFFER																	
	AVERAGE AUDIENCE (Households (000) & %)	{						{ 8,330 9.7									{ 6,700 7.8		
WEEK 7	SHARE OF AUDIENCE %		9.0*			8.3*		27*		9.4*		10.2*		11.3*		16	7.7	8.0	
	AVG. AUD. BY ¼ HR.	8.7	9.3	9.6	7.7	8.0	8.7	9.2	9.6	10.0	10.5	12.3	10.4			7.7			
	TOTAL AUDIENCE (Households (000) & %)	{		{ 4,470 5.2				{		{ 3,610 4.2				{ 7,560 8.8					
	NBC TV	PAINE WEBBER TENNIS-SAT (3:30-5:11PM)(-OP) USF&G GOLF CLASSIC-SAT (5:11-6:00PM)(OP) NBC NIGHTLY NEWS-SAT.																	
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR.																		
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	32.7	33.2	34.4	34.7	35.3	36.0	36.5	36.6	38.3	40.2	41.5	42.7	46.1	48.2	50.2	51.4	
		WK. 2	32.2	32.6	33.2	33.1	33.4	34.5	35.4	36.6	39.0	40.6	42.0	42.1	44.0	45.6	47.6	49.0	

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. MAR. 22, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							6,790 7.9							3,260 3.8	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{							3,950 4.6							2,410 2.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%							19 4.0	4.4* 20 *		4.9* 20 *		4.5* 17 *		9 2.8	2.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							7,650 8.9							2,580 3.0	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{							4,040 4.7							1,800 2.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%							18 3.7	4.1* 18 *		5.1* 19 *		4.9* 18 *		7 2.2	2.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															

TV HOUSEHOLDS USING TV WK. 1	8.1	8.6	10.0	12.3	14.8	17.4	20.1	22.0	23.1	24.6	25.9	26.4	26.6	27.9	28.2	28.5
(See Def. 1) WK. 2	9.2	11.3	13.0	14.7	16.9	19.1	20.7	22.3	23.8	25.6	27.1	28.3	28.2	28.0	28.1	27.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. MAR.23, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 16, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	4,810 5.6																13,490 15.7							
	ABC TV	THIS WEEK-DAVID BRINKLEY																ATLANTA 500 AUTO RACE (1:30-6:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)	3,090 3.6																4,120 4.8		3.2*		3.5*		4.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	12 3.2																12 3.3		9 3.1		10 3.4		12 4.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	14,950 17.4																16,490 19.2							
	CBS TV	CBS NCAA BSKBL CHMP-SP-1 SYRACUSE VS NAVY ALABAMA VS ILLINOIS MULTI-SEGMENT TELECAST																CBS NCAA BSKBL CHMP-SP-2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)	7,040 8.2																8,760 10.2		8.9*		8.9*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	25 5.1																27 8.9		30 8.9		24 8.9			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	2,920 3.4																5,760 6.7							
	NBC TV	MEET THE PRESS																RELIGIOUS SERIES (SUS)				MIAMI GRAND PRIX			
	AVERAGE AUDIENCE (Households (000) & %)	2,410 2.8																2,150 2.5		2.2*		2.6*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	9 2.6																7 2.0		6 2.4		7 2.5			

WEEK 4	TOTAL AUDIENCE (Households (000) & %)	<div>4,040 4.7</div> <div>THIS WEEK-DAVID BRINKLEY</div>															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>2,660 3.1</div> <div>3.1*</div> <div>3.1*</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>11 3.2</div> <div>11*</div> <div>11*</div>															
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	<div>8,590 10.0</div> <div>CBS SPORTS SUNDAY</div> <div>7,900 9.2</div> <div>14,950 17.4</div> <div>CBS NCAA BSKBL CHMP-SPC-1 NAVY VS DUKE (1:49-3:55PM)(OP)</div>															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>4,640 5.4</div> <div>4.5*</div> <div>5.5*</div> <div>7,220 8.4</div> <div>8,070 9.4</div> <div>9.8*</div> <div>9.6*</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>18 4.5</div> <div>16*</div> <div>19*</div> <div>25 8.3</div> <div>28 8.7</div> <div>29*</div> <div>29*</div>															
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	<div>2,230 2.6</div> <div>MEET THE PRESS</div> <div>5,930 6.9</div> <div>PAINE WEBBER TENNIS-SUN (1:30-4:00PM)</div>															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	<div>1,890 2.2</div> <div>2.2</div> <div>2.3</div> <div>1,800 2.1</div> <div>2.1*</div> <div>2.0*</div> <div>2.2*</div>															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	<div>7 2.2</div> <div>7</div> <div>7</div> <div>6 2.3</div> <div>6*</div> <div>6*</div> <div>7*</div>															

TV HOUSEHOLDS USING TV	WK. 1	28.5	28.4	29.4	30.5	30.6	32.1	33.4	33.6	34.1	34.2	34.9	35.0	36.4	36.8	37.6	37.2
(See Def. 1)	WK. 2	28.4	29.3	29.3	29.0	28.9	29.3	29.5	30.2	31.3	32.1	33.5	34.3	33.8	34.4	34.0	34.8

U.S. TV Households: 85,900,000

(1) CBS NCAA BSKBL CHMP PRE, CBS, (1:30-1:49PM)(S)

For explanation of symbols, See page A.

DAY SUN. MAR. 23, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 16, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	7,300 8.5 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			4.5*		4.8*		5.1*		5.8*		6.5*		5.7*				5,930
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		4.3	4.7	4.8	4.8	5.1	5.2	5.5	6.1	6.4	6.7	5.7	5.6			6.5	7.3
K 1	TOTAL AUDIENCE (Households (000) & %)								18,210 21.2									4,040 4.7 CBS EVENING NEWS- SUN(8) (OP)
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			9.6*		10.9*		11.9*	9,110 10.6	10.4*		10.1*		10.5*		10.4*		3,350
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		9.1	10.0	10.5	11.2	11.8	12.0	10.7	10.3	10.1	10.0	10.2	10.9	10.9	10.0	3.8	4.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)							7,560 8.8										9,960 11.6 NBC NIGHTLY NEWS- SUN
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2.5*		2.5*		3,440 4.0	3.0*	3.9*		4.1*		5.1*				8,160
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		2.6	2.4	2.5	2.6	2.7	3.3	3.6	4.1	4.1	4.2	4.8	5.3			9.5	9.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				6,360 7.4				10,650 12.4									8,250 9.6 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			4,120 4.8		4.1*		5,330 6.2	5.2*			6.4*		6.9*				6,870
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			14		12*		15	14*			16*		15*			16	8.4
K 2	TOTAL AUDIENCE (Households (000) & %)				17,610 20.5										10,310 12.0			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			9,530 9.7*		11.1		9.7*	11.1*		11.1*		12.9*		8,160 9.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		9.6	9.8	8.8	8.4	9.4	10.0	11.4	10.9	10.7	11.5	12.4	13.5	8.5	10.6		
NBC TV	TOTAL AUDIENCE (Households (000) & %)							5,840 6.8										8,250 9.6 NBC NIGHTLY NEWS- SUN
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			2,830 2.3*		1.8*		3.3	2.6*		3.2*		3.6*		4.1*			6,870
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		2.4	2.1	1.6	1.9	2.5	2.6	2.9	3.5	3.5	3.7	4.2	3.6			7.8	8.2
TV HOUSEHOLDS USING TV		WK. 1	37.3	37.8	38.5	39.1	40.0	41.7	42.9	43.9	45.0	45.6	46.6	47.7	50.3	52.1	54.1	56.2
(See Def. 1)		WK. 2	35.9	35.2	34.6	35.1	36.1	37.5	38.3	39.7	41.0	43.2	45.6	47.2	47.9	49.8	50.9	53.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. MAR. 23, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45								9,530	11.1	9,530	11.1	17	11.1	
ABC ABC NEWSBRIEF-MON	1	9.55- 9.56PM	9.45	12,280	14.3	12,280	14.3	21	14.3		8,070	9.4	8,070	9.4	15	9.4	
	2	9.51- 9.52PM	9.45														
CBS AMERICAN PORTRAIT SUS.(SUS)	2	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	1	9.25- 9.26PM	9.15	15,030	17.5	15,030	17.5	26	17.5		11,770	13.7	11,770	13.7	21	13.7	
	2	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	14,260	16.6	14,260	16.6	25	16.6		14,690	17.1	14,690	17.1	27	17.1	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	15,980	18.6	15,980	18.6	28	18.6		15,290	17.8	15,290	17.8	28	17.8	
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	11,000	12.8	11,000	12.8	19	12.8		13,570	15.8	13,570	15.8	24	15.8	
CBS CBS NCAA BSKBL CHMP TH 1(S)	2	9.00-11.06PM	+GRID 11.00								18,900	22.0	9,360	10.9	17	10.1	
														10.1*	18*	10.1	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.44- 8.45PM	8.30	9,280	10.8	9,280	10.8	17	10.8		11,420	13.3	11,420	13.3	22	13.3	
	2	8.41- 8.42PM	8.30														
ABC ABC NEWSBRIEF-FRI	1	9.57- 9.59PM	9.45	5,760	6.7	5,240	6.1	10	6.1		7,730	9.0	7,730	9.0	15	9.0	
	2	9.58- 9.59PM	9.45														
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS.(SUS)	2	9.58- 9.59PM	9.45														
CBS CBS NCAA BSKBL CHMP FR 1(S)	2	10.00-12.21AM	+GRID 11.00 11.15 11.30 11.45 12.00 12.15								20,700	24.1	9,110	10.6	20	8.9 9.0 10.3 10.7 11.1 8.8	
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	6,360	7.4	6,360	7.4	13	7.4		8,500	9.9	8,500	9.9	17	9.9	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	5,930	6.9	5,930	6.9	12	6.9		8,250	9.6	8,250	9.6	17	9.6	
BS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	9,450	11.0	9,450	11.0	19	11.0		9,190	10.7	9,190	10.7	19	10.7	
BS NEWSBREAK-SAT.	1	9.56- 9.57PM	9.45	6,530	7.6	6,530	7.6	13	7.6		7,300	8.5	7,300	8.5	15	8.5	
	2	9.54- 9.55PM	9.45								10,570	12.3	10,570	12.3	21	12.3	
BC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	11,680	13.6	11,680	13.6	23	13.6		9,450	11.0	9,450	11.0	19	11.0	
BC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45														

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	8.54- 8.56PM	8.45														
	1	9.02- 9.03PM	9.00	9,880	11.5	9,880	11.5	17	11.5		13,230	15.4	12,970	15.1	23	15.1	
ABC ABC NEWSBRIEF-SUN.	2	9.53- 9.55PM	9.45														
	1	10.04-10.05PM	10.00	10,570	12.3	10,570	12.3	18	12.3		13,920	16.2	13,740	16.0	25	16.0	
CBS DEMOCRATIC RESPONSE-CBS(SUS)	1	8.22- 8.31PM	8.15														
CBS IF TOMORROW COMES PART 1(S)	1	8.31-11.31PM	-GRID 11.30	31,270	36.4	18,730	21.8	34									
									17.0								
CBS SPORTSBREAK-SUN	2	8.50- 8.51PM	8.45														
	1	9.36- 9.37PM	9.30	17,440	20.3	17,440	20.3	30	20.3		18,210	21.2	18,210	21.2	32	21.2	
CBS NEWSBREAK-SUN.	2	9.50- 9.51PM	9.45														
	1	10.32-10.33PM	10.30	15,720	18.3	15,720	18.3	30	18.3		14,000	16.3	14,000	16.3	25	16.3	
NBC DEMOCRATIC RESPONSE-NBC(SUS)	1	8.22- 8.32PM	8.15														
NBC NBC SUNDAY NIGHT MOVIE	1	8.32-10.32PM	-GRID 10.30	23,710	27.6	15,120	17.6	26									
									12.8								
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45														
	1	9.40- 9.41PM	9.30	10,740	12.5	10,740	12.5	18	12.5		8,070	9.4	8,070	9.4	14	9.4	
NBC NBC NEWS DIGEST-2-SUN.	1	10.30-10.31PM	10.30	8,760	10.2	8,760	10.2	16	10.2								

EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE	1	11.30-12.00MD	11.30	6,790	7.9	5,580	6.5	19	7.1	M-F									
	2	>	11.30									6,360	7.4	4,980	5.8	17	6.4	M-F	
			11.45												5.8*	17*	5.3	M-F	
			12.00												6.2*	17*	5.1	TH&F	
ABC BARBOUR REPORT-FRI(S)	1	12.00-12.37AM	12.00	2,750	3.2	2,150	2.5	8	2.7	FRI.									
			12.15				2.5*	8*	2.4	FRI.									
			12.30				2.2*	8*	2.2	FRI.									
ABC BARBOUR REPORT-FRI.(S)	2	12.08-12.44AM	12.00									2,750	3.2	2,150	2.5	8	2.8	FRI.	
			12.15												2.6*	8*	2.5	FRI.	
			12.30												2.4*	9*	2.4	FRI.	
ABC BARBOUR REPORT-MON(S)	1	12.00-12.35AM	12.00	2,660	3.1	1,980	2.3	9	2.8	MON.									
			12.15				2.4*	9*	1.9	MON.									
			12.30						2.0	MON.									
ABC BARBOUR REPORT-MON.(S)	2	12.00-12.35AM	12.00									2,060	2.4	1,550	1.8	8	2.0	MON.	
			12.15												1.9*	8*	1.7	MON.	
			12.30														1.5	MON.	
ABC BARBOUR REPORT-THU(S)	1	12.00-12.36AM	12.00	3,090	3.6	2,410	2.8	11	3.2	THU.									
			12.15				2.9*	11*	2.6	THU.									
			12.30				2.4*	11*	2.4	THU.									
ABC BARBOUR REPORT-THU.(S)	2	12.01-12.35AM	12.00									2,230	2.6	1,890	2.2	9	2.4	THU.	
			12.15														2.1	THU.	
			12.30														2.1	THU.	
ABC BARBOUR REPORT-TUE(S)	1	12.00-12.37AM	12.00	2,410	2.8	2,060	2.4	9	2.6	TUE.									
			12.15				2.4*	9*	2.2	TUE.									
			12.30				2.2*	10*	2.2	TUE.									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC BARBOUR REPORT-TUE.(S)	2	12.00-12.36AM	12.00 12.15 12.30								1,980	2.3	1,370	1.6 1.6* 1.5*	8 8* 8*	1.9 1.4 1.5	TUE. TUE. TUE.		
ABC BARBOUR REPORT-WED(S)	1	12.00-12.36AM	12.00 12.15 12.30	2,580	3.0	1,980	2.3 2.4* 1.7*	9 9* 8*	2.8 2.0 1.7	WED. WED. WED.									
ABC BARBOUR REPORT-WED.(S)	2	12.00-12.37AM	12.00 12.15 12.30								2,490	2.9	1,980	2.3 2.4* 1.9*	10 10* 10*	2.6 2.1 1.9	WED. WED. WED.		
CBS NEWSBREAK-M-F	2	>	8.30 8.45 9.45								12,280	14.3	12,970	15.1 11.1 13.9	23 M-F TH&F				
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	11,600	13.5	11,600	13.5	20	13.5	MTUTH	11,850	13.8	11,850	13.8	20	13.8	TU&TH		
CBS NEWSBREAK-M-F	1	>	9.45 10.00	11,170	13.0	11,170	13.0	20	12.6 14.6	M-F TUE.									
CBS CBS LATE NIGHT I		>	11.30 11.45 12.00 12.15 12.30	6,180	7.2	4,300	5.0 5.1* 4.8* 4.9*	17 15* 18* 23*	5.4 4.8 4.8 4.9 4.9	M-W M-W M-W M-W M-W	6,360	7.4	4,550	5.3 5.6* 5.0* 4.9*	20 18* 22* 26*	5.9 5.4 5.2 4.9 4.9	M-W M-W M-W M-W M-W		
CBS CBS NCAA BSKBL CHAMP-FRI.(S)	1	11.30- 1.30AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	7,900	9.2	3,610	4.2 5.0* 4.3 4.4* 4.2 4.0 4.0*	15 13* 13* 14* 16* 16* 17*	5.7 4.3 4.5 4.2 4.0 4.0 3.7	FRI. FRI. FRI. FRI. FRI. FRI. FRI.									
CBS CBS NCAA BSKBL CHAMP-THU.(S)	1	11.30- 1.31AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30	7,990	9.3	3,950	4.6 5.7* 5.1 4.9* 4.3 4.2* 4.0 3.7*	19 17* 19* 19* 21* 21* 24* 24*	6.2 5.2 5.1 4.6 4.3 4.1 4.0 3.4	THU. THU. THU. THU. THU. THU. THU. THU.									
CBS CBS NCAA BSKBL CHMP TH 2(S)	2	11.35- 1.42AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30								7,560	8.8	3,350	3.9 4.9* 4.2* 3.7* 3.5* 3.2*	17 14* 16* 18* 22* 24*	5.5 4.5 4.0 3.6 3.7 3.5	THU. THU. THU. THU. THU. THU.		
CBS CBS LATE NIGHT II		>	12.30 12.45	3,870	4.5	3,090	3.6 3.9*	20 20*	4.1 3.7	M-W M-W	3,950	4.6	2,920	3.4 3.7*	21 21*	4.0 3.6	M-W M-W		
CONT'D																			

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U.S. TV HOUSEHOLDS: 85,900,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS CBS LATE NIGHT II-CONT'D			1.00						3.5	M-W						3.2	M-W
			1.15						3.4	M-W						3.2	M-W
		VARIOUS TIMES (SUS)															
CBS CBS NCAA BSKBL CHMP FR 2(S)	2	12.52- 2.54AM	12.45								5,670	6.6	2,920	3.4	21	4.1	FRI.
			1.00													3.9	FRI.
			1.15													3.8	FRI.
			1.30													3.8	FRI.
			1.45													3.6*	22*
			2.00													3.4	FRI.
			2.15													3.0*	22*
			2.30													3.0	FRI.
			2.45													2.9	FRI.
CBS CBS NCAA BSKBL POST-FRI.(S)	1	1.30- 1.51AM	1.30	2,410	2.8	2,230	2.6	15	2.8	FRI.						3.0*	26*
			1.45						2.1	FRI.							
CBS CBS NCAA BSKBL POST-THU.(S)	1	1.31- 2.00AM	1.30	2,230	2.6	1,890	2.2	18	2.5	THU.							
			1.45						2.0	THU.							
CBS CBS NCAA BSKBL POST-THUR.(S)	2	1.42- 2.00AM	1.30								2,230	2.6	2,150	2.5	20	2.8	THU.
			1.45													2.5	THU.
CBS CBS NEWS NIGHTWATCH-1		>	2.00	940	1.1	940	1.1	11	1.1	M-THSU	860	1.0	770	.9	9	.9	M-THSU
			2.15						1.1	M-THSU						.8	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,290	1.5	1,120	1.3	17	1.3	M-THSU	1,200	1.4	1,030	1.2	16	1.2	M-THSU
			2.45						1.3	M-THSU						1.2	M-THSU
CBS CBS NCAA BSKBL POST-FR.(S)	2	2.54- 3.02AM	2.45								1,980	2.3	1,630	1.9	17	1.9	FRI.
			3.00													1.9	FRI.
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,980	2.3	940	1.1	21	1.3	M-THSU	1,800	2.1	1,030	1.2	22	1.3	M-THSU
			3.15						1.3	M-THSU						1.3	M-THSU
			3.30						1.3	M-THSU						1.3	M-THSU
			3.45						1.2	M-THSU						1.2	M-THSU
			4.00						1.2	M-THSU						1.2	M-THSU
			4.15						1.1	M-THSU						1.2	M-THSU
			4.30						1.0	M-THSU						1.2	M-THSU
			4.45						1.1*	23*						1.2*	25*
			5.00						1.0	M-THSU						1.1	M-THSU
			5.15						1.0	M-THSU						1.1	M-THSU
			5.30						1.0	M-THSU						1.1	M-THSU
			5.45						1.0	M-THSU						1.1	M-THSU
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	11,340	13.2	11,340	13.2	20	13.2	M-F	10,140	11.8	10,140	11.8	18	11.8	M-F
NBC NBC NEWS DIGEST-2-M-F	2	>	9.30								10,820	12.6	10,220	11.9	18	10.4	TU
	1	>	9.45	10,910	12.7	10,910	12.7	19	12.7	MWF						12.6	TU&TH
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,710	11.3	6,010	7.0	23	8.1	M-F	9,960	11.6	6,270	7.3	24	8.3	M-F
			11.45						7.3	M-F						7.6	M-F
			12.00						6.8	M-F						7.1	M-F
			12.15						5.8	M-F						6.2	M-F
									6.3*	23*						6.6*	25*
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	4,210	4.9	3,440	4.0	20	4.3	M-TH	4,040	4.7	3,350	3.9	20	4.1	M-TH
			12.45						3.8	M-TH						3.7	M-TH
NBC FRIDAY NIGHT VIDEOS CONT'D		12.30- 2.00AM	12.30	7,130	8.3	3,950	4.6	22	5.9	FRI.	6,440	7.5	3,440	4.0	19	5.5	FRI.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC FRIDAY NIGHT VIDEOS-CONT'D			12.45					5.5*	22*	5.2	FRI.					5.0*	20*	4.6	FRI.
			1.00							4.9	FRI.							3.9	FRI.
			1.15					4.5*	22*	4.1	FRI.					3.8*	19*	3.6	FRI.
			1.30							3.9	FRI.							3.3	FRI.
			1.45					3.6*	22*	3.3	FRI.					3.3*	20*	3.3	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	3,180	3.7	2,660	3.1	20		3.3	M-TH	3,350	3.9	2,660	3.1	21		3.3	M-TH
			1.15							2.9	M-TH							2.9	M-TH
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,550	1.8	1,460	1.7	17		1.7	M-F	1,800	2.1	1,720	2.0	19		2.0	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,830	3.3	2,660	3.1	19		3.1	M-F	2,830	3.3	2,660	3.1	18		3.1	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		>	2.45	7,470	8.7	7,300	8.5	28		8.6	M-F	7,040	8.2	6,870	8.0	27		8.1	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00									9,450	11.0	6,010	7.0	19		6.6	WED.
			4.15													6.6*	19*	6.6	WED.
			4.30															7.5	WED.
			4.45													7.3*	19*	7.2	WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,630	1.9	1,290	1.5	13		1.4	M-F	1,890	2.2	1,460	1.7	14		1.5	M-F
			6.45							1.5	M-F							1.8	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,930	6.9	5,580	6.5	24		6.5	M-F	6,100	7.1	5,760	6.7	26		6.7	M-F
CBS NEWSBREAK-3.44		>	3.30	5,240	6.1	5,240	6.1	19		6.1	M-F	5,500	6.4	5,500	6.4	20		6.4	M-F
			3.45															6.5	M-F
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,640	5.4	4,640	5.4	16		5.4	MWF	4,980	5.8	4,980	5.8	18		5.8	MWF
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45								THU.								THU.
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45								TUE.								TUE.
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.30- 5.30PM	4.30									7,820	9.1	4,640	5.4	14		4.7	TUE.
			4.45													4.8*	13*	4.9	TUE.
			5.00															5.8	TUE.
			5.15													6.1*	15*	6.3	TUE.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,920	3.4	1,980	2.3	16		1.8	M-F	3,350	3.9	2,410	2.8	18		2.3	M-F
			6.45							2.9	M-F							3.3	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,690	4.3	3,690	4.3	14		4.3	MWF	3,690	4.3	3,690	4.3	15		4.3	MWF
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	3,610	4.2	3,010	3.5	16		3.5		3,780	4.4	3,090	3.6	17		3.6	
ABC ABC FUN FIT-11:55AM		11.55-11.59AM	11.45	4,300	5.0	3,350	3.9	13		3.9		4,210	4.9	3,520	4.1	14		4.1	
ABC PRO BOWLERS TOUR	1	3.00- 4.31PM	+GRID 4.30	7,820	9.1	4,720	5.5	16		5.4									
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS ASTRO MINUTE-11.26AM		11.26-11.29AM	11.15	4,380	5.1	3,870	4.5	15		4.5		3,610	4.2	2,920	3.4	12		3.4	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,640	5.4	4,120	4.8	15		4.8		2,920	3.4	2,580	3.0	10		3.0	
CBS CBS NCAA BSKBL CHAMP PRE(S)	2	1.30- 1.49PM	+GRID 1.45									6,700	7.8	5,840	6.8	23			
CBS CBS NCAA BSKBL CHAMP-SA-1	2	1.49- 3.55PM	+GRID															7.2	
CONT'D												13,140	15.3	7,220	8.4	26			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	AVG. AUD. BY 1/4 HR %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	AVG. AUD. BY 1/4 HR %
DAY SATURDAY-CONT'D													
CBS CBS NCAA BSKBL CHAMP-SA-1-CONT'D													
			3.45								8.9*	27*	7.8
CBS CBS NCAA BSKBL CHAMP-SA-2	1	2.15- 4.20PM	-GRID 4.15	12,890	15.0	6,790	7.9 24 8.7* 25*	2.4					
CBS CBS NCAA BSKBL CHAMP-SPEC(S)	1	4.15- 6.40PM	-GRID 6.30	16,320	19.0	8,070	9.4 24 9.3* 20*	9.3					
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	4,810	5.6	4,720	5.5 26	5.5	4,210	4.9	3,950	4.6 21	4.6
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,720	5.5	4,550	5.3 21	5.3	5,670	6.6	5,410	6.3 25	6.3
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,360	7.4	6,180	7.2 25	7.2	5,330	6.2	5,240	6.1 21	6.1
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	6,360	7.4	6,100	7.1 23	7.1	5,930	6.9	5,760	6.7 23	6.7
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	5,670	6.6	5,410	6.3 20	6.3	4,470	5.2	4,210	4.9 17	4.9
NBC PAINE WEBBER TENNIS-SAT(S)	2	3.30- 5.11PM	-GRID 5.00						4,470	5.2	1,800	2.1 6 2.2* 6*	2.2
DAY SUNDAY													
CBS CBS NCAA BSKBL CHMP PRE(S)	2	1.30- 1.49PM	-GRID 1.45						7,900	9.2	7,220	8.4 25	8.7
CBS CBS NCAA BSKBL CHMP-SPC-1(S)	2	1.49- 3.55PM	-GRID						14,950	17.4	8,070	9.4 28	
CBS CBS NCAA BSKBL CHMP-SP-2(S)	1	2.15- 4.37PM	-GRID 4.30	16,490	19.2	8,760	10.2 27 11.6* 28*	11.6			8.6*	26*	8.2
CBS CBS NCAA BSKBL CHMP-SPC-2(S)	2	3.55- 6.05PM	-GRID 6.00						17,610	20.5	9,530	11.1 28	11.8
CBS CBS NCAA BSKBL CHMP-SP-3(S)	1	4.37- 6.45PM	-GRID 6.30 6.45 7.00	18,210	21.2	9,110	10.6 24 5.1* 10*	4.9 5.3 6.0					

Bulletin

April 4, 1986

THE PRESIDENT'S ADDRESS ON AID TO NICARAGUA

On Sunday, March 16, 1986, President Reagan addressed our nation in a bid to rally public and Congressional support for military aid to the Nicaraguan contras.

The President's remarks were carried by the three national TV networks from 8:00-8:22PM NY Time. NTI estimates of the audience reached by the three networks combined are:

	<u>PERCENT</u>	<u>MILLIONS</u>
Total Audience		
Households	40.9	35.1
Average Audience		
Households	37.8	32.5
Total Persons*	26.0	58.4
Total Women	29.6	26.5
18-49	24.4	13.8
Total Men	27.6	22.3
18-49	21.8	12.0
Total Teens	16.4	3.4
Total Children*	18.6	6.2

*Excluding children under 2 years of age.

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